

SERVING: CARMEL PEBBLE BEACH CARMEL VALLEY ^{July 11, 1949}

THE CARMEL

SPECTATOR

VOL 1 NO 35

THURSDAY JUNE 16, 1949

10¢

"SIS-STARS" AT PEBBLE BEACH COURSES



photos by
JULIAN P. GRAHAM

CHAMPIONSHIP FLIGHT

The golfing Bauer sisters, Alice and Marlene, whose father, Dave Bauer, a Los Angeles golf professional, has tutored them to the place where they rank high in national golfing circles, led the field Saturday at Pebble Beach in the Marion Hollins Memorial Scotch Foursomes Event, with an 82.

Marlene, now 15, won the Palm Springs and Los Angeles City Women's Golf Championships at the age of 13. In February of this year she won the India Invitational and last month took both the Los Angeles City Women's title and the Women's Open Match Play Championship held at Fremont.

Alice, who is 21, won the Southern California Women's Open in Los Angeles recently and was runner up to her sister in the Women's Los Angeles City tournament.

The girls expect to play in the Pacific Northwest Championship in Seattle in July and will go on to the U.S.G.A. Amateur Championship in Pennsylvania later. Marlene will take in both the Western Junior and the National Junior championships.

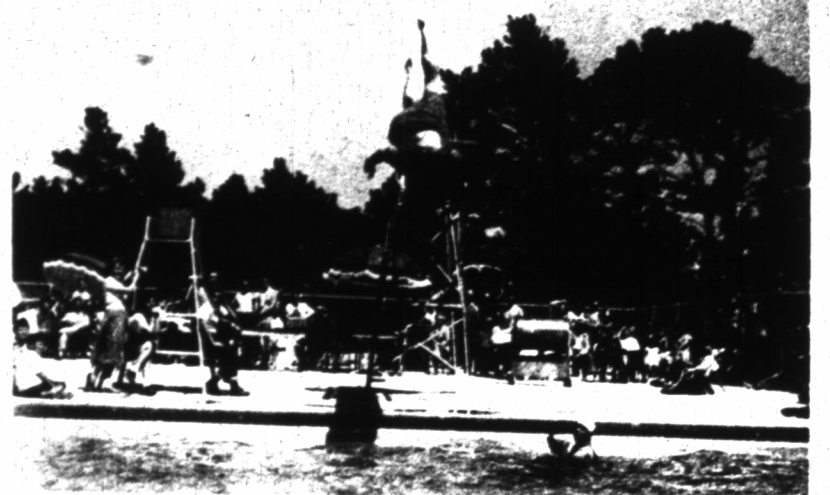
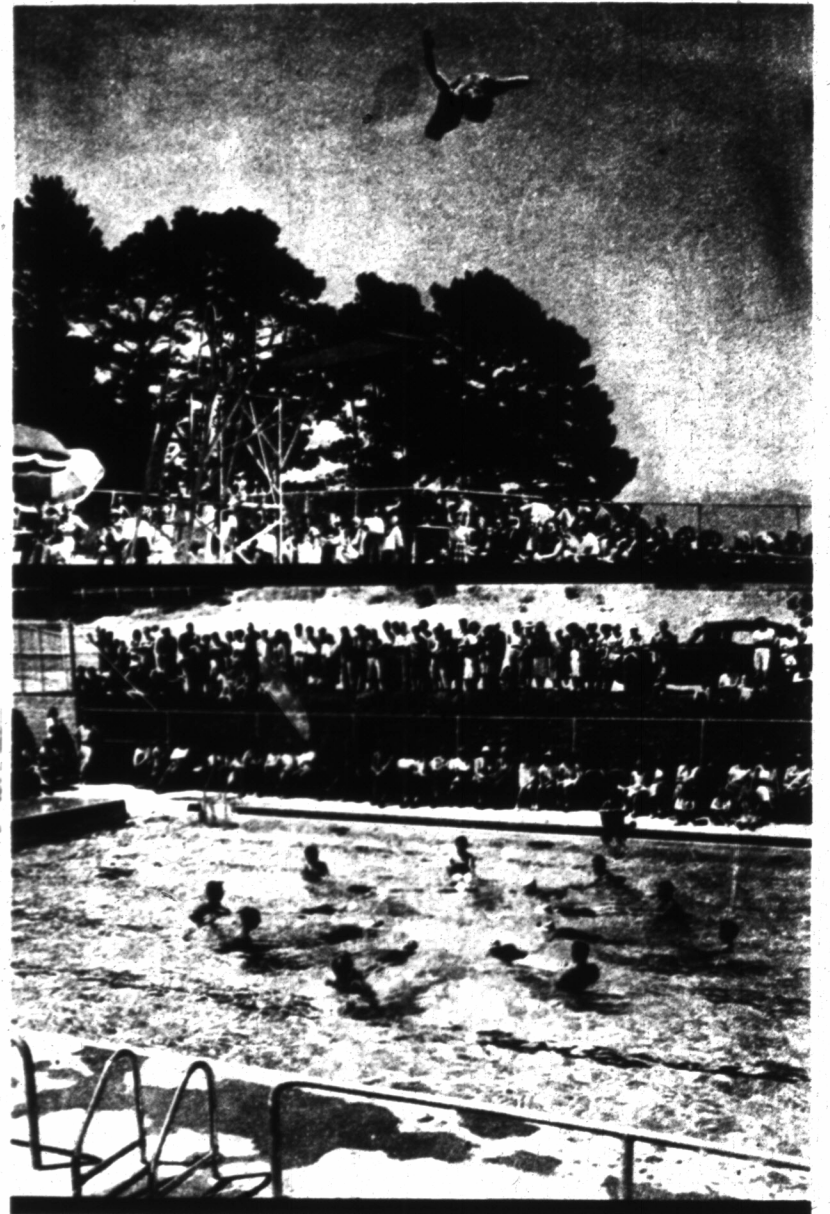
CARMEL SCHOOL DISTRICT SUMMER RECREATION PROGRAM

MONDAY 10-11:30 a.m. 10-12 a.m.	Puppet Show (Ages 4-10) Swimming Instruction (Grades 8-12)	Sunset School High School Pool
MONDAY 10-11:30 a.m. 10-12 a.m. 1-4 p.m. 1-4 p.m. 4-6:30 p.m. 2-3 p.m. 7-9:30 p.m. 7:30-10 p.m.	Puppet Show (Ages 4-10) Swimming Instruction (Grades 8-12) Playground games, swings, slides, game room, basketball, softball Recreational Swimming (School ages) Recreational Swimming (All ages) Arts and Crafts (Ages 5-12) Softball (Ages 10-16) Folk Dancing (Teen Age and Adult)	Sunset School High School Pool Sunset Playground and Gym High School Pool High School Pool Sunset Cafeteria Sunset Field Sunset Cafeteria
TUESDAY 10-12 a.m. 1-4 p.m. 1-5 p.m. 1-3 p.m. 2-5 p.m. 7-10 p.m. 7-10 p.m. 7:30-10 p.m.	Swimming Instruction (Beginners and Intermediate) (Grades 2-12) Playground games, swings, slides, game room, horseshoes, softball Recreational Swimming (All ages) Tennis Instruction (Ages 10-15) Sketching and Painting Ceramics Softball Badminton and Table Tennis	High School Pool Sunset Playground and Gym High School Pool High School Courts Call 518-W Room 19, Sunset Sunset Field High School Gym
WEDNESDAY 10-12 a.m. 1-4 p.m. 1-4 p.m. 4-6:30 p.m. 1:30-4:30 p.m. 7-10 p.m. 7:30-10 p.m. 8-10 p.m. 9-11:30 p.m.	Swimming Instruction (Beginners and Intermediate) (Grades 2-12) Playground games, swings, slides, game room, kickball, softball Recreational Swimming (School Ages) Recreational Swimming (All Ages) Creative Art Softball Chess games Volleyball TEEN AGE DANCE	High School Pool Sunset Playground High School Pool High School Pool Sundial Court Sunset Field Sunset Cafeteria Sunset Gym American Legion Hall
THURSDAY 10-12 a.m. 1-3 p.m. 1-4 p.m. 1-5 p.m. 2-5 p.m. 7-10 p.m. 7:30-10 p.m. 7:30-10 p.m. 7:30-10 p.m.	Swimming Instruction (Beginners and Intermediate) (Grades 2-12) Tennis Instruction (Ages 10-18) Playground games, swings, slides, game room, shuffleboard, softball Recreational Swimming (All Ages) Sketching and Painting Softball Badminton and Table Tennis Folk Dancing (Teen Age and Adults) Charcoal Portraits	High School Pool High School Courts Sunset Playground and Gym High School Pool Call 518-W Sunset Field High School Gym Sunset Cafeteria Room 9, Sunset
FRIDAY 10-11 a.m. 10-12 a.m. 1-4 p.m. 1:30-4:30 p.m. 2-3 p.m. 1-4 p.m. 4-6:30 p.m. 7-10 p.m. 7:30-10 p.m.	SONG AND STORY HOUR Swimming Instruction (Beginners and Intermediate) Grades 2-12 Playground games, swings, slides, game room, ping pong, softball Creative Art Arts and Crafts (Ages 5-12) Recreational Swimming (School Ages) Recreational Swimming (All Ages) Softball (Adult League) Badminton and Table Tennis	Sunset School High School Pool Sunset Playground Sundial Court Sunset Cafeteria High School Pool High School Pool Sunset Field High School Gym
SATURDAY 1-5 p.m.	Recreational Swimming (All Ages)	High School Pool
SUNDAY 1-5 p.m.	Recreational Swimming (All Ages)	High School Pool

FOR INFORMATION PHONE:
George Mosoli (Recreation Director 1634-J)
Carmel High School 1390

Morning swim classes are free.
Fees for Recreational Swimming:
Adults 50¢ Children and Students 15¢

"BIG SPLASH" At The High School Sunday



photos by GEORGE BEHILLA, staff photographer

CHEF'S SPECIAL



KITCHEN CAPEKS
by
NICK LOVELACE

This column started as a dare, more or less, with the idea that an amateur male chef might have something to say to people who cook for pleasure and who do not make a chore of an everyday necessity. I hope that some of the recipes set down have made eating and the preparing of food a bit more fun. If they have, then it is worth pounding this out. Letters and personal contacts made would indicate that some people are reading what's written, but the longer this goes on the more insatiable becomes the desire to hear from all of you. I particularly want criticism. Do you want just plain recipes? Or do you enjoy the comments that go with this column? Have you tried some of the ideas and found them wanting? Come on...The next time you go to the Post Office, stop and buy a penny post card or two and scribble out something. Send it along to Box A-O, Carmel.

Talks of Barbecues fill the air both in town and in the country. Just because you do not have a barbecue pit or portable stove you can still be a success as a BBQ

host or hostess. Try this favorite recipe of mine for BBQ Spareribs. These are prepared in your oven.

Barbecued Spareribs to serve four. Have butcher crack the bones of 3 to 4 lbs. of spareribs. Then cut apart into serving pieces. Soak for several hours in this sauce:

- 1 bottle of any good barbecue sauce.
- 1 can pineapple juice.
- 1 large onion, finely chopped.
- 1 tbsp. wine vinegar
- 1 tbsp. brown sugar.
- 1 tbsp. paprika.
- salt and pepper.

Lift spareribs out of sauce, drain slightly and bake in 450 oven until well browned. Then pour the sauce over the spareribs, reduce

heat to 350 and bake approximately 45 minutes, basting occasionally. Sprinkle with a tsp. of celery seed, and bake ten or fifteen minutes longer.

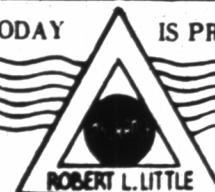
LEAVE FOR O.C.S.

A total of 14 enlisted men from Fort Ord, part of a Sixth Army Area quota of 20, will leave the post for Officer's Candidate School at Fort Riley, Kansas, in the near future.

The group, one of the largest OCS shipments since the war, is scheduled to start schooling on June 21, according to officials at the Officer Candidate School at Fort Ord.

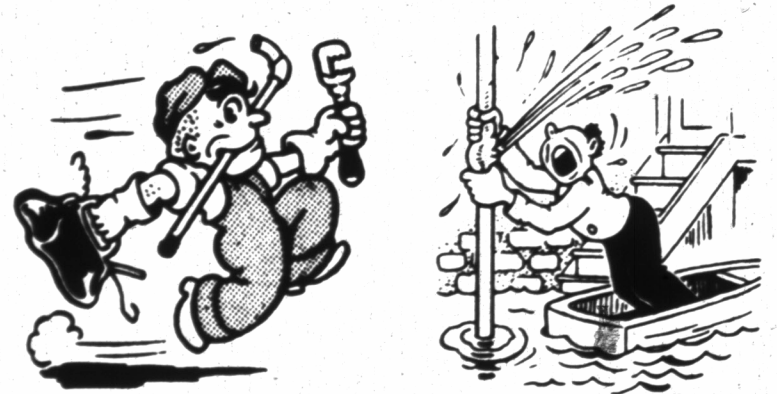
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A DECISION IS RENDERED
AT LAST !

The Monterey County Planning Commission knew it was
letting itself in for a raking over the coals when it made its
decision concerning the commercial zoning at the junction of
Route 1 and the Carmel Valley Road. Certain segments of the
community, and one newspaper, are at the bellows now trying
to make the question hotter.

Yet, a coalition is indicated. What other decision could
the commission make?

As Mr. Colegrove, who did most of the speaking for the
commission, explained to members of Carmel Unincorporated
during the last, lengthy Salinas meeting, the commission does
not feel it has a "moral right" to revoke commercial zoning
of property which has been so zoned over a period of years.

The commission members, who by the way are not paid for
their service to the county, were certainly not stumped into
making their decision. The controversy has been before them
for the past year.

The planning commission, during its April 25 meeting, sug-
gested to members of Carmel Unincorporated that they come up
with a workable compromise on the issue. While only 40 mem-
bers of the group attended their middle-of-May meeting in Car-
mel, they wisely decided on a compromise which was a good
one, and which was fully reported in the May 19 issue of the
SPECTATOR. But it was dropped after protests from other
members of the association - members seemingly not interested
enough to show up at the meeting.

These members wished not only to stop further commercia-
lization at the entrance of the valley, but do away with what
is already there.

As Edward Cochrane, of Carmel Unincorporated warned, it
is better to compromise than "lose everything." It seems that
he was right. The planning commission's decision will come
up for review at the July 1 meeting of the County Board of Su-
pervisors, who as a rule support the planners.

One does not have to listen carefully to hear people specu-
lating as to why the property owners at the contested intersec-
tion did not show up at the meeting to defend their property.
Some have even gone so far as to say the "fix" was on.

But let's analyse it. Why should the property owners show
up? Except for a strip of land along the Hatton Estates, for
which a lessee representative appeared, the property under dis-
cussion has been zoned commercially for years. Is it necessary
for a person to fight for something he already has? Besides, the
men who own the C-1 property also own most of the land near
the spot. Most of the protestants are not even within seeing
distance of the intersection.

There can be no question as to the need some time in the
future for the erection of stores to serve the rapidly growing
real estate developments near the site. The purchasers of the
property there will expect it.

The commission's proposal regarding "strict architectural
control" will prevent an eyesore from coming into being.

We who live on the peninsula consider ourselves lucky to
be here. But it is doubtful if anyone is ever going to be lucky
enough to keep other people from coming here too.

Residents of the city of Carmel have a stake in this valley
zoning question also. As population grows, Carmel's
own business section becomes increasingly crowded. Carmel
residents might find it to their advantage to have another shop-
ping center (under strict architectural control) to take up the
overflow of new residents.

CARMEL....BY THE NUMBER
FIRE ALARM SIGNALS

The recent Golden Bough Playhouse destruction has made
many Carmel residents much more aware of the danger of fire.
But when sirens wail, how many of us know the signals telling
where the fire is located?

Appended below is a list of signals for each district in
which a fire occurs. If a call comes in from the business sec-
tion, the number is 45 - that is, four blasts on the siren, a
pause, then five. This will normally be repeated four times.

Emergency telephone calls for fires within the city should
be made to 100; outside the city, 1166, and for police, 131.

- 11 - Disaster call
- 12 - East of Junipero, north of 4th
- 13 - South of Ocean, East of Mountain View
- 14 - East of Junipero, Ocean to 4th
- 15 - South of Mountain View, East of Junipero
- 16 - North of 4th - West of Monte Verde
- 17 - South of 10th, West of Monte Verde
- 18 - West of Monte Verde, Ocean to 4th
- 23 - West of Monte Verde, Ocean to 10th
- 24 - 3rd to Alta, Monte Verde to Junipero
- 25 - South of 10th, Monte Verde to Junipero
- 35 - Sunset School
- 42 - 6th to 3rd, Monte Verde to Junipero
- 43 - 7th to 10th, Monte Verde to Junipero
- 45 - Business Section, 6th to 7th, Monte Verde to Junipero

Business Personalities

HELEN LIGHTNER DEAN

When Mrs. Helen Lightner Dean came to Carmel 12 years ago to
take over The Cinderella Shop on Ocean Avenue, she had no idea it
would turn into the thriving business it is today. It is the oldest
women's apparel shop in Carmel, having been established in 1922 by
Miss Janet Prentiss as a "women's exchange" store. Everything from
food to household goods changed hands there, until it gradually evolved
into a dress shop.

Mrs. Dean came here from
Sacramento to live quietly with
her husband, who was suffering
from a heart ailment, and who died
in 1942. When she purchased the
Cinderella Shop, she made the
transition from housewife to busi-
ness woman. She says she was,
and is, enthralled with Carmel's
"village atmosphere," and, al-
though she feels that progress
cannot really be stopped, Carmel
is one of the few cities that has
retained its original charm. Even
now, after a short span of years
during which population took its
most decided jump, Mrs. Dean is
convinced that this is one of the

few communities in which business
can be conducted casually.

"I consider myself lucky to
own an interesting business,"
she said, "that is, one that is
interesting from the standpoint
that it keeps me very busy, but
is also located in such a town as
Carmel. I still get a thrill when
I travel to New York twice a year
on buying trips - I try to see every
show in town - but it's always a
pleasure to return here."

Carmel residents probably
will recall that a photograph of
Mrs. Dean standing at the door
of her shop appeared in the May
15, 1948, issue of the Saturday
Evening Post, which published
an article on this city. The fact
that her maiden name, Lightner,
appears on the sign outside the
door brought many letters from
old college friends who read the
article, and from whom Mrs. Dean
had not heard in many years.

She received one letter from
as far away as Ireland, and has
carried on a friendship correspon-
dence since then with the maiden
lady who wrote it.

The lady, who incidentally
lives in County Cork, said she
felt compelled to write the letter
after seeing Mrs. Dean's face in
the magazine's picture.

The most pointed observation
one might make in regard to Mrs.
Dean's status in Carmel - and as
to her personality - is that this
sketch is perhaps not necessary.
A walk down Ocean Avenue with
her is a hazard to a running con-
versation, since every two or three
steps will find you interrupted by
somebody who wishes to speak
with her - somebody who knows
her and likes her.

BILL MARTIN.

BROKERS CONFER

Eighty real estate brokers and
their salesmen attended the first
Realtor's Educational and Sales
Conference last week in Salinas.
Carmel realtors reported it was
one of the most successful con-
ferences they had ever attended.

Gladys Johnston, local realtor,
represented the Carmel Board of
Realtors on the educational com-
mittee.

Of particular interest to local
real estate people were talks by
Raymond D. Smith, of San Fran-
cisco; Willard Johnson, C.J. Dun-
can, of Oakland; Frank MacBride,
Jr., of Sacramento; Sol Gilberg, of
Oakland; Gaylord K. Nye, of San
Francisco; R.N. Cipolla, of San
Jose, and F. Burt Hulting, of San
Francisco.

Mr. Smith listed the following
"Do's and Don't's" for real estate
brokers: "Do's" - Be honest and
truthful, Know your offering thor-
oughly, Try to know your pros-
pects, Make clients out of your
prospects, Get your understandings
in writing, Make your expenses
first, Charge a full commission,
Establish a backlog for your busi-
ness, Be active in the life of the
community, and Keep learning.

Some of the "don't's" were:
Don't sit waiting for prospects,
Don't use the telephone in selling,
Don't under-offer your client's
property, Don't try to do your
prospect's thinking, Don't vacil-
late-ask your prospect to sign;
Don't talk too much, Don't kid
yourself-face facts, Don't pro-
crastinate, Don't be afraid to try,
and Don't get "phony" rich.

WESTERN GOP
MEETS IN L.A.

A conference of Republican
leaders from the Western states,
Hawaii and Alaska, was held last
week at the Biltmore Hotel in Los
Angeles. Among the speakers were
Lt. Gov. Goodwin J. Knight, Sena-
tor Harry Cain, of Washington,
D.C.; Hugh D. Scott, national
committeeman; Marjorie H.E. Ben-
dict, California's national com-
mitteewoman, and Mrs. Ivy Priest,
secretary of the Western States
Conference.

Local Republican women's
clubs were represented by Mrs.
C.C. Faulkner, president of North-
ern Division, California Council
of Republican Woman, recently
elected vice chairman of the Re-
publican State Central Committee.
Mrs. Milton Marquard has been
elected public relations chairman
for the Northern Division, Women's
Council.

Green Bound Over

Jack D. Green, of Carmel, out
on bail after being arrested on a
formal charge of grand theft, has
been bound over to superior court
in Salinas following a hearing last
week in Monterey justice court.

With the statement, "Some of
the leading citizens around here
don't pay their bills," Mr. Green's
attorney sought to counter charges
by Deputy District Attorney John
Shephard that his client had not
paid his bills. Mr. Green has been
charged with accepting fees from
persons as "retainers" for arrang-
ing construction loans that never
came through, and then not re-
paying the fees.

Mr. Green's business, located
in Carmel, was known as Peninsula
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Carmel Grads

Carmel was represented by
seven graduating students last
week at Hartnell College in Sal-
inas. They received Associate of
Arts degrees.

George S. White, student body
president for the year, received
the American Legion award, while
Robert Jensen was given the
"outstanding achievement in
music" award.

Other Carmel graduates were
Hugh A. Evans, Milton Thompson,
Robert Ward, Nancy Watson, and
Warren Willcox.

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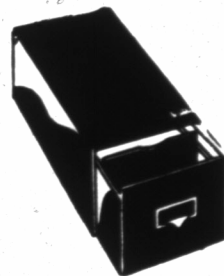
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Your CONGRESSMAN REPORTS



Action we appear about to take on the matter of housing legislation convinces me again of the inconsistency of the government in Washington. Here is what I mean: Congress passed unanimously - and President Truman signed - my legislation giving the secretary of agriculture another year to dispose of farm labor camps.

Purpose of that act is to have local governments and farmers' non-profit organizations acquire camps built during the war. These camps provide proper housing for field, orchard and vineyard workers. The bill recognizes the principle that our local people know their local problems much better than Washington officials....After recognizing that fact, now we are being importuned to pass a general housing bill calling for a highly ambitious program of public housing....all controlled from Washington.

Last November the people of California voted to oppose such a housing plan. We are asked to disregard that. Why would they want a federal program run by remote control - if they already have rejected a state plan?

I am thinking in terms of the majority of people of Monterey, San Luis Obispo, Santa Barbara and Ventura counties when I say they want no part of any plan to pay taxes to subsidize public housing in Chicago, New York and other large industrial cities.

Many of us in Washington believe that while the majority party in Congress talks a lot about housing, there are many who have serious doubts about the pending legislation. For one thing, they think it is going to socialize the building industry of the United States. It's asking too much, too.

Scout Jamboree At Valley Forge

Most important news released by the Boy Scouts of America since 1937 is the announcement from the national office of that organization that Valley Forge, Pa., has been selected for its second National Scout Jamboree in 1950, according to Don Gilchrist, president of the local Monterey Bay area Boy Scout council.

Over 30,000 Boy Scouts from every state and all US territories will camp together from June 30 to July 6, 1950, on the site notable as the winter encampment of General George Washington and his Continental Army from Dec. 19, 1777, to June 19, 1778.

Valley Forge is owned, maintained and preserved by the Commonwealth of Pennsylvania. An invitation to hold the jamboree there was received from Governor James H. Duff by the Boy Scouts of America and accepted by its National Executive Board, Dr. Arthur A. Schurck, chief scout executive, announced. The jamboree will be the climax of the Boy Scouts' two year crusade to "Strengthen the Army of Liberty."

The camp probably will occupy 600 of the 2,033 acres in Valley Forge Park. This would provide 32 sectional camps for a maximum of 40,320 scouts and adult leaders. Valley Forge is 20 miles northwest of Philadelphia and seven miles west of Norristown.

The first National Scout Jamboree was held in a 480-acre tent city on both sides of the Potomac River at Washington, D.C., from June 30 to July 9, 1937, at the invitation of President Franklin D. Roosevelt. It brought together 27,322 scouts and leaders whose fees paid for the expenses of the entire affair.

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New Legion Head



James M. Kelsey has been elected commander of Carmel American Legion Post 512. Mr. Kelsey was born in Carmel, and served in the United States Navy during World War II. He

succeeds Gordon Campbell. Other new officers are John S. Chitwood, first vice commander; Norman C. Winslow, second vice commander; Jack M. Laughlin, adjutant; Svend Anderson, finance officer; the Rev. Alfred B. Seccombe, chaplain; Robert H. Shirley, sergeant-at-arms, and William S. Judson, historian. On the executive committee are Mr. Campbell, Robert L. Little, George E. Knapp, Frank Put-

nam and R.K. Turner. The new officers will be installed on July 11.

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PLACES TO SEE AND GO

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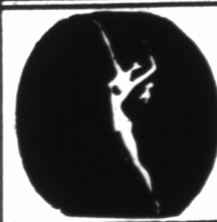
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Swallows Feted At House Parties

Alan Pattee, of Corral de Tierra and Colonel Harold Mack, of Del Monte, took first place honors in the weekend Match Play vs. Par golf tournament held by The Swallows at The Cypress Point Club, with 7 up - 9 up - 16 up for the 36 holes.

Warren Clear, Monterey, and Colonel Paul S. Winslow, Pebble Beach, took second place with 7 up - 7 up - 14 up. The Swallows, an organization of prominent men from all parts of the country (really a new name for the old "Hook 'n' Eye Club") hold their annual tournament and get-together at Cypress Point, and this year there was a larger turnout than ever.

Pebble Beach residents opened their homes to the group and house parties were the order. John Boit Morse hosted Edward Carnarvon Flynn, Pasadena; Warren Ingersoll, Philadelphia; Lewis Lapham, New York; A. Thomas Taylor and Lester Armour, Chicago; Artemus Gates, Long Island, and George Richardson, Rancho Santa Fe and Chicago.

Roger Lapham, only recently returned from China, was on hand for the affair.

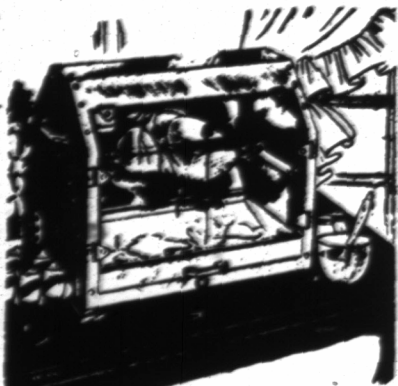
Others who travelled to Pebble Beach for the week end were:

From San Francisco: Estey Julian, Loyall McLaren, Ken Walsh, Jerd Sullivan, Frank Drum, Charles Fay, Jr., Dean Dillman, Francis Martin Jr., Horace Guittard, Stuart Heatley, Hillyer Brown, Herbert Fleishacker, Jr., Burleigh Pattee, Vincent Whitney, Arthur Mejia, Jim McAlister, Ralph Rebele, John Latham, Marshall Madison, Cabot Brown, John Watson, Jim Folger, Graeme MacDonald, Simpson Finnell, Francis Baer, Guy Standifer, Don MacLean, Maynard Garrison, Jim French, Jr., Chapin Hunt, Dick Walker, Ferd Stent, Douglas Lewis, Louis Cole, James Crafts, Chace Grove, Chauncey Needham, Bill White, Claire Goodwin, Aubrey Rawlins, Roland Rogozzini.

Also Francis Martin Jr., San Mateo; Al Bell, Jr., San Mateo; Chili Fairbanks, Redlands, Richard Hyde, Woodside; Pardee Erdman, Pasadena; John Clock, Long Beach; Maurie Luxford, Los Angeles; Ken Monteagle, San Mateo; Bob Vaillancourt, Pasadena; Tom Dwyer, San Mateo; Peter Lewis, Nogales, Ariz; Fred Kurz, Fresno; John Wack, Santa Barbara; James Watriss, San Mateo.

Mrs. Frances A. Elkins, noted Monterey Peninsula decorator, and her equally famous architect brother, David Adler, of Chicago, will leave early in July for Europe. Mr. Adler will come West next week to spend a few weeks here before taking off for the continent. Mr. Adler expects to build on the Peninsula before too long, and at present is supervising his plans on the Paul A. Winslow home at Pebble Beach.

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DENSLOWS

Personalities

Mr. and Mrs. T.S. Petersen (he is president of Standard Oil of California), and Mr. and Mrs. James K. Lochead (he is president of the American Trust Company) have just terminated a brief vacation at The Cypress Point Club, Pebble Beach.

...

Film colony members who were guests at Del Monte Lodge last week include Mr. and Mrs. William Dozier (Joan Fontaine), and Mr. and Mrs. Gene Raymond (Jeannette MacDonald). Mr. and Mrs. John Agar (Shirley Temple) and Dr. Joel Pressman (Claudette Colbert's husband) were seen dining at the Lodge.

...

Mrs. Louis Lengfeld hosted two affairs in honor of those who participated in both the Northern California Women's Open 54-Hole Medal Championship played at the Monterey Peninsula Country Club and the Marion Hollins Memorial Scotch Foursomes event.

Following the first round of the Country Club tournament, Mrs. Lengfeld's Del Monte Forest home was the scene of a "Laughing Party." Each guest told the funniest thing that had happened to her during the day of golf.

Saturday afternoon, the contestants in the Marion Hollins Memorial Scotch Foursomes event at Pebble Beach, met at Mrs. Lengfeld's to drink a toast in champagne to the memory of Marion Hollins, who was one of the world's great sportswomen, who made her home at Pebble Beach for many years.

...

Salvador and Gala Dali left Del Monte Lodge this week for New York. From there they will sail for Paris and the continent to spend the summer months. Their schedule calls for a month in New York this winter followed by a month with the Jack Warners in Southern California and then back to Del Monte Lodge by the first of March where they make their headquarters in this country.

...

Captain T.J. Casey, commanding officer of the Naval School at Monterey, entertained at luncheon recently at Del Monte Lodge, in honor of Admiral Mehmet Ali Ulgen, Chief of Naval Operations of the Turkish Navy, and three of his staff members, Rear Admiral Rifat Ozdes, Captain Aziz Ullusan, and Captain Mehmet Saip Caner.

The Turkish Navy officers who touring the United States at the invitation of the chief of naval operations of the US Navy, came to the Monterey Peninsula to inspect the facilities at the Naval School and to pay a visit to Admiral R.A. Spruance, who makes his home at the Monterey Peninsula Country Club.

Those who attended the Del Monte Lodge luncheon were: Admiral R.K. Turner USN (Ret), Capt. R.J. Kelley, Washington, D.C.; Major General R.H. Frederick, Colonel C.H. Barnwell, Capt. J.C. Alderman, Capt. P.D. Stroop, Capt. A.C. Perkins, Capt. W.E. Oberholtzer, Capt. H.P. Riebe, and Comdr. R.W. Kenney.

Following the luncheon the group toured the famous Seventeen-Mile Drive.

...

Mrs. Charles Farish, of Pasadena and the Wheeler Farishes, of



JULIAN P. GRAHAM photo
Miss Muriel Peabody and Miss Nan Ewing, left to right, both Wills College students, were recent guests at Del Monte Lodge, Pebble Beach. Miss Peabody hails from Boston, and Miss Ewing from Minneapolis. They are seen here resting on the rocks along the Seventeen-Mile Drive.

dena and the Wheeler Farishes, of Perkinson, Miss., have taken a house at Pebble Beach for the summer months. The Farish family, is a well known one on the Monterey Peninsula having spent many summers at Pebble Beach.

Mr. and Mrs. Lorne Stanely of San Francisco, returned to Del Monte Lodge this week to celebrate their second wedding anniversary. The couple spent their honeymoon at Pebble Beach.

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JULIAN P. GRAHAM photo
Mrs. Paul S. Winslow, Pebble Beach, and Mrs. Thomas B. Scott, Albuquerque, N.M., ready to tee off in the Saturday tournament at The Cypress Point Club. Mr. and Mrs. Scott were recent guests at Del Monte Lodge, Pebble Beach.

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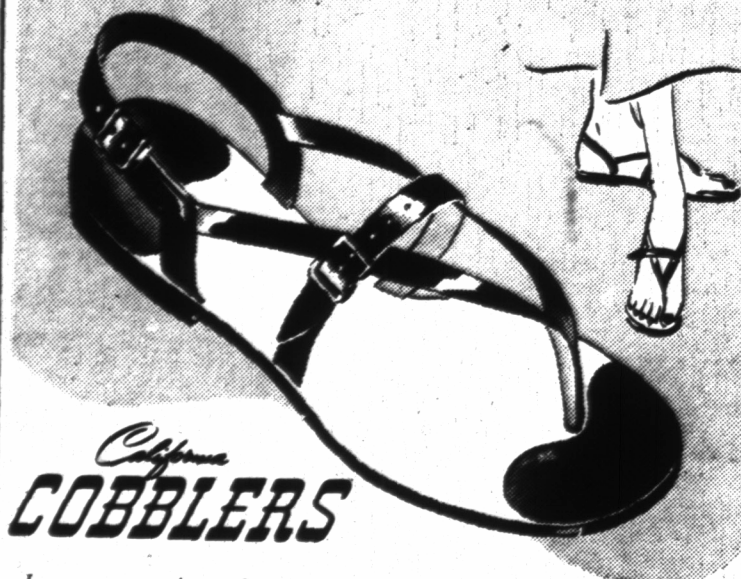
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FLOCKING GULLS, Oil by E. CASHION MAC LENNAN.
The birds in warm white with dark wing tips; the rocks in tones of brown and gold against a cerulean sea.

Through The North Window

E. CASHION MAC LENNAN

The water color exhibit, hanging throughout the month of June in the Beardsley Gallery, which is usually reviewed as a "trailer" or of the "second table" in importance to the oils, will receive first attention this week. The oils will be considered later.

Outstanding, in my opinion are the following "fine papers": "Of the Crown Earth," simply stated, restrained, yet rich in color, by Free Dean; "Embarcadero" by Ruth D. Marsh, who demonstrates a very individual treatment - opaque figures on a clear toned background, the group of figures thoughtfully disposed; Joe Moody's "Asilomar Dunes," delicately tinted and with sweeping movement in dunes and trees; "Net Menders" by Sam Colburn, with his usual economy of means, and with fine composition; "Waterfront" by W. Harvey Williamson; "Monterey Cypress" by Paul Whitman with its beautiful pattern of branching; "Trapper" by Rollin Pickford Jr., fine in the immensity of snowy expanse and towering trees; and Kay Rogers' small but texturally interesting landscape.

Other interesting water colors or pastels in this gallery are: "Gums and Cypress" by Edmund Dempsey; "Arch of Titus" by Wm. Watts; "Wharf" by Patricia Cunningham; "Opus No. 12, Rome," by Doris Ormsby; "Broken Couch" by Margaret W. Willard; "Tide-water" by Dora Hagemeyer; "San Benito Ranch" by Burton S. Bounded; "Fishing Fleet, Moro Day" by Kathryn Aurner; "San Juan Bautista" by Marjorie Doolittle; "N. Orner Atkinson," "Ranunculus," "Tones of Evening" by Frank Meyers; "Salsbury" by Florence Lockwood; "Two Dogs" by Sam Wain-

wright; "Corsage" portrait of an unusual orchid, by Charlotte Betts; "Carmel Trees" by Harold Helveston; and "Church, Rancho de Taos," by E. Cashion Mac Lennan. In the Entrance Gallery are three fine mezzotints by Reynold H. Weidenaar, A.N.A., who has received many honors in his relatively brief career. Portraits, as usual, are shown in the Middle Gallery.

The two-man exhibition of Leslie and Claude Buck continues a few days longer at the Carmel Art Galleries. Mr. Buck has carried representation in art almost to perfection, and from now on he aims to express mood, based on representation. In a recent newspaper article he stated his belief that the painter of the abstract design attempting to express only mood often fails to communicate to his audience his own reaction because he distorts nature, and therefore is in conflict with all who love nature. Mr. Buck has an especial interest in painting the sheen on brass, copper, and other metals, and has a sure knowledge of color balance and harmony.

Leslie Buck's "Sea Shell and Ivy," amongst a group of her delightful still lifes, is a gem in delicacy of tone and color. Some of the frames of the paintings by both artists are noteworthy, having been designed and decorated for the particular canvas enclosed. The careful attention to detail in the work of both Claude and Leslie Buck is in striking contrast to much of the careless slap-dash painting of recent days, and this quality has a general appeal, but particularly to those connoisseurs of conservative work.

Discerning Discs

by Henry Dunakin

Parlophone is one of those companies that is not too prolific with its output but when there is an announcement you can rest assured that it is going to be worth your while. This month's release is the premiere recording of the "Violin Concerto No. 1" by K. Zymanowski, the most outstanding composer of 20th century Poland. Here is music of fantastic and frightening dimension, strange instrumentations, and almost inconceivable shadings. It hardly seems possible that any amount of wax and shellac could ever capture the sounds needed for a degree of satisfaction; and yet, Parlophone has done it!

The Concerto itself is written in one movement, with its many sections being imperceptibly intertwined. Strong melodic line is followed by the violin but color beyond belief surges from the massive orchestra. Critics the world over have long acclaimed this composition as the "orchestral miracle of the century" - and no wonder! When a man has fused melodic beauty with complete chaos, atonality with polytonality, employed every possible instrument, invented a polyglot of rhythms and still maintained a solidly integrated unit - what else can you say??

Eugenia Umenska, as soloist, proves to be a virtuoso par excellence, while Gregor Fitelberg leads the Philharmonia Orchestra with perfect control. Actually this recording should negate any similar undertaking by other companies for years to come. It is so nearly perfect that this writer fails to see how anything in the way of improvement could be accomplished.

Capitol gives us another release from its Telefunken catalog. This time we have four tone poems composed by Max Reger and set to paintings by Boecklin. It is about time that this composer was made available to the music lover. He is seldom performed in concert and is most scantily represented on discs. Unfortunately this present grouping is not typical of his efforts, as program music was not his forte. To be sure, he excels in chamber music of a most difficult and complicated style. However, the "Boecklin Suite" is beautifully read by Joseph Keilberth, conductor, and the German Philharmonic Orchestra of Prague. The engineering is good and the surfaces offer no competition to listening. The tone pictures themselves are pleasant enough - romantic and unobtrusive.

Have you wandered into your favorite record shop this past week? It might be quite profitable, as innumerable albums are on sale at discounts ranging from 20% to 40%. This means that now is the time to buy that album or two hertofore too large for your budget - be it opera, symphony, or what have you??

PLAN 1949 OPERAS

A 1949 opera season at Forest Theater was the topic of discussion during a meeting last night at Sunset School. Arturo Casiglia, director of the Pacific Opera Company, attended the meeting to outline general plans for the coming season.

A recent visitor in Carmel, Casiglia conferred with Hal Boyd, manager of last season's operas. Tentatively planned for presentation are Carmen, La Traviata, and La Boheme. Casiglia favors ex-



Photo by HUGELMEYER

Prize-winning Elements Sculpture by Helen Snyder of the Carmel Art Association.

CARMEL ART In New York Show

First prize winner at the International Flower Show in New York City, the flower arrangement by Mrs. Kenton Walker of Wilmington Delaware is dramatized by the wood sculpture of Helen Snyder, member of the Carmel Art Association. Mrs. Snyder and Mrs. Emily Nelson, both wood sculptors are the creators of Elements-Sculptures on permanent exhibit at the Carmel Galleries. It was at the Galleries that Mrs. Walker purchased her prize winning piece which Mrs. Snyder created from "Balm of Gilead" (black cottonwood) which is found only on the Pacific Coast.

Mrs. Snyder, whose studio is in Berkeley, spent last week-end in Carmel, the guest of her father, Jay M. Butler of Bayview and Santa Lucia streets.

In speaking of her work Mrs. Snyder said, "Mrs. Nelson and I use California woods exclusively, and spend endless weeks in searching for natural wood forms. We feel that the beauty and the idea are in the natural formation. We prefer above all the Juniper of the High Sierras. In many cases these magnificent trees exceed 6000 years in age; the pieces that we find for our sculptures may have been separated from the parent tree for several centuries. We search high above the timber line for the grotesquely beautiful Manzanita fragments which through the ages have withstood the raging winds and storms. Bowing and twisting in their battle for existence, the Manzanitas are indeed the fruits of the elements."

panding the operas this year, particularly in orchestration and chorus. The Carmel City Council has allotted the dates of August 19, 20 and 21, for the proposed opera season.

What's New At The Library

NON-FICTION

"All the best in Scandinavia" - Sydney Aymer Clark.
"I'm a busybody" - Carl Glick.
"Human knowledge; its scope and limits" - Bertrand Arthur William Russell.
"Sixteen self sketches" - George Bernard Shaw.
"Target; You" - Leland Stowe.
"City of the Bees" - Frank S. Stuart.
"Ordeal by Planning" - John Jewkes.
"A Charter for World Trade" - Clair Wilcox.

FICTION

"The Brave Bulls" - Tom Lea.
"Botched Brand" - Tom West.
"The Train" - Vera Panova.
"The Case of the Cautious Coquette" - Erle Stanley Gardner.
"Date with Date" - Leslie Ford.
"House of Storm" - Mignon Eberhart.
"Deau James" - Gene Fowler.

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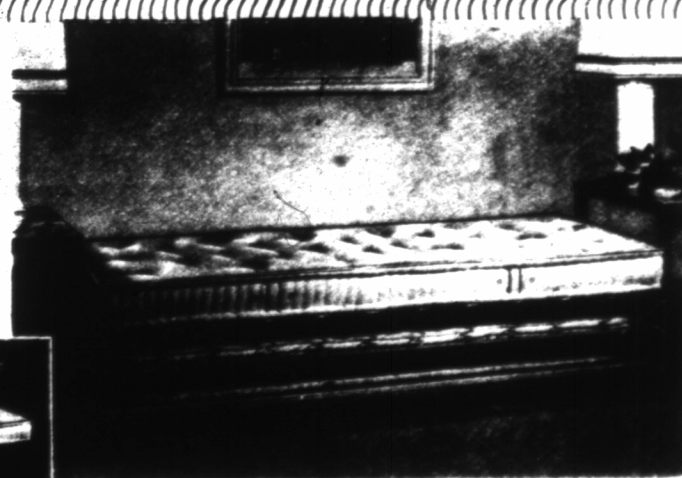
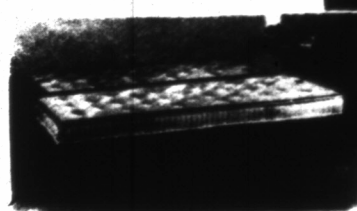
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Carolyn Elstob Women's Editor

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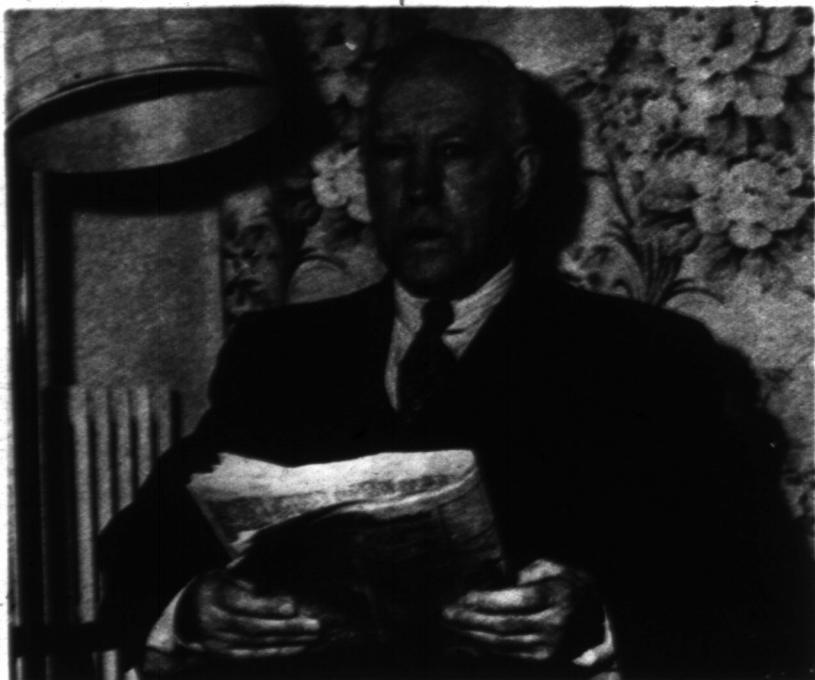


photo by GEORGE BERILLA

JOHN WOOD, OF THE U. S. POST OFFICE

He knows more people by their Christian names than anyone in Carmel...if you are a resident of Carmel the chances are you've seen him at least once a day, barring Sundays, all your Carmel life...and, he is the first US Post Office employee in Carmel ever to be pensioned. Who? John Wood, of course!

For thirty-four and one-half years Mr. Wood has been shuffling, sorting, handing out, and taking in the most precious of all living documents, the letters and cards and parcels, entrusted to the government mails. And on June 8th Carmel's John Wood, full of years, wisdom, and neighborly news, was retired from active service. His 34½ years of service having been divided almost equally between the main Post Office of Brooklyn, New York, and Carmel.

Brooklyn Boy from Glasgow.

"I was born in Glasgow," Mr. Wood told me, "but I was a wee tie of about three years when my mother and father brought me and my two brothers, Alec and Rob, across the ocean to Brooklyn. And I'm a Brooklyn boy alright. I think it's a grand city, with its beautiful churches and wonderful bridge. I've walked across that bridge, hundreds of times, I guess, and one time a school chum and I made it in eleven minutes!

The Dodgers Dodged him.

"After I graduated from Brooklyn High I had quite a variety of jobs. I was a shipping clerk, I worked in a law office and, for one year I was a street car conductor. In Brooklyn a street car conductor really rated because those carlines were world famous, the way they crisscrossed...You know how Brooklyn Dodgers got their name? It was because every boy in Brooklyn who ever twirled a base-ball dodged the street cars on his way to the Parade Grounds. That ball park was, and still is, the most beautiful I've ever seen. And of course, the Brooklyn Dodgers are aces high with me!

"Well, along about 1914 I gave up my streetcar job, took the examination and became a US Post Office employee.

Marriage and Travel.

In 1920 I married a bonnie Scotch lass named Agnes Wood, (she didn't even have the fun of

changing her name when she became Mrs. John Wood, but we had a cozy home in Brooklyn and were very happy). In 1922 we went back to the old country and for three months we traveled the land of the glens and braes visiting all our cousins and aunts...We had such a grand time that in 1927 we went again, that trip was a success too.

"It was in 1931 that Mrs. Wood crossed the Atlantic without me, and when she came back, I just said, 'Agnes, don't bother to unpack your luggage, we're off to Carmel, its in California.'"

Carmel.

Mr. and Mrs. Wood arrived in Carmel November 16, 1931.

"The Post Office was then located on Dolores street between Ocean avenue and 7th street, on the present site of Gump's...Bill Overstreet was the post master and we had 7 or 8 employees. After Mr. Overstreet, when the Democrats came in, Mrs. Irene Campbell Cator became Post Mistress, and a very fine job she did too. In 1935 we moved to Ocean Avenue at the corner of Mission and in 1940 we settled in our present location. Ernest Bixler became Post Master also in 1940. During the war period whilst he was in the Sea-bees, Fred Becholdt was acting Post Master."

The Daily Line-up.

"What about the daily line-up?" I asked Mr. Wood, "Was it as colorful in the 'good old days' as now?" Well, to tell the truth, he replied, "there weren't so many ladies wearing trowers, and not so many with bare toes, roads too dusty, (remember we didn't have such fancy paving then). But artists we've always had, they've always been what you might call amazing in their costumes...and they certainly love to write and receive mail!

"Today, at the height of the season, between 700 and 800 persons visit the General Delivery window...There are 2,104 private boxes and there are 500 names on the waiting list and there are 18 employees.

"Strange requests? I've had plenty and they couldn't happen anywhere else! You've no idea the number of people who mail letters and right away they're sorry. I've fished dozens and dozens out that have just passed through the slot. Goodness knows how many a quarrel or family feud has been fished out

Social Date Book Jottings

Celebrities who wined, dined and conversed far into the wee small hours last Saturday night at Nepenthe included: Mr. and Mrs. Fred Maxwell of San Francisco's Maxwell Art Gallery; Mat Jenkins of Carmel with Mr. and Walter Batterman (the birthday toasts were for both Walter and Mat). Chuck Fuller of Carmel's Cabbages and Kings; Artist Armin Hansen and Mrs. Hansen hosting a gay dinner party; Wilma Campbell, entertaining and looking ultra smart as usual. Dr. and Mrs. Harry Lasigian; Mr. and Mrs. Warner Lee of Monterey; Ralph Newell of Big Sur; Radioman John Nesbitt and Mrs. Nesbitt...and Author Henry Miller with his charming wife. Painter Jean Varda and Sculptor Benny Buffano shared a table and views, pastoral and abstract.

A host of friends enjoyed the house-warming of Mr. and Mrs. Russell J. Townsend last Sunday afternoon when the Townsends entertained for the first time in their new redwood house.

Mr. and Mrs. Ray J. Diekemper, Jr., who make their home in the Del Monte Forest, are announcing the marriage of their daughter, Evaline, to Bert Jackson Lee of Columbia, South Carolina.

The marriage of the pair took place on October 30 in Reno. They preferred to make no announcement until the bride time.

The bride is a graduate of Beverly Hills High School and attended the University of Wyoming. Her husband, son of Mrs. B. Lee of Columbia, is a graduate of the US Maritime Academy of New York. He is an officer in the Maritime Service and is expected here from Manila shortly.

The couple will make their home in Carmel.

of the mail. I always felt that a big part of my job was in being friendly and I've always done my best to help out a Carmelite who had written too hastily, or too much.

"Then another of our daily problems especially during the tourist season, has been to convince people that the Post Office is really real. You've no idea how many grown men and women have to be convinced that the mail goes out three times each day, not once a week. I can't imagine what they think we are doing all day! There are eighteen people on the staff now, and I tell you no one wastes a minute. Don't know how I'll get used to having nothing to do!" John Wood gave a little sigh, but then his eyes twinkled - "Mrs. Wood and I are off on a trip to Brooklyn on June 23," he concluded, "but we'll be back. Brooklyn's fine, but Carmel is home."

And, I feel sure that all Carmel joins the Spectator in wishing John Wood a happy and safe journey, and a promise that upon his return the Welcome Home mat will be out!

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5 AND 6 GREEN STAMPS

Mrs. Howard Vincent O'Brien, of Chicago, her daughter, Mrs. Jean O'Brien Lowman, and three children of Carmel, left this week for a lengthy sojourn in Lima, Peru.

Mrs. Marcia DeVoe, popular kindergarten teacher at Sunset School, and talented amateur photographer, will show her colored slides of the Monterey Centennial, the Portola Trek, and of Peninsula flowers at the regular meeting of the Monterey Peninsula Garden Club tomorrow (Friday) night at 8 p.m. in the Women's Civic Club, Grand street near Grove (behind the Museum), Pacific Grove.

Garden Club membership is open to any interested gardener on the Monterey Peninsula, and no invitation to join is necessary. Everyone is welcome to the meetings, which are held regularly the third Friday of every month, a small charge being made for non-members.

Carmel members desiring transportation to the meeting are asked to telephone Mrs. Ted Durein at 426-R.

Mrs. Nora McCaffrey Law, guest speaker at last Monday evening's meeting of the Monterey Peninsula Stamp Club kept her audience enthralled with a graphic account of the New Philatelists' Museum in Philadelphia, Pennsylvania. The Museum, sponsored by Temple University is renowned for its extensive collection of stamps embracing the world output.

Leland S. Stallings conducted a contest on US Stamps issued in 1948. Those winning the highest votes were: the Rough Rider stamp, 1st place; Lincoln Stamp, 2nd place; the Chaplain's stamp, 3rd place. Voted the saddest stamp of the year was the Poultry stamp.

Colonel John Wright presided and announced that the next meeting will be held June 20th.

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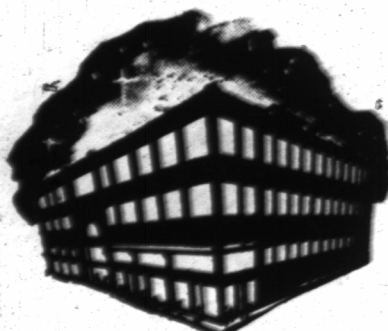
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The Carmel Way... Club... Social... Church News

Carolyn Elstob Women's Editor



Ensign Harvey Ronald Gardner and his bride, the former Gloria Lee Randolph, who are honeymooning here.

Return To Carmel On Honeymoon

Ensign Harvey Ronald Gardner, USN, and his bride, the former Gloria Lee Randolph, of Coronado, on their wedding trip, are the house-guests of Mr. Gardner's mother Mrs. F.E. Dowgiallo, of Carmel. Harvey, a member of Carmel High's first graduating class (1941) is being rushed this week introducing his beautiful bride to a host of Carmel friends, and saying hello to school friends all over the Peninsula. Following his high school graduation Harvey went to Alaska as a surveyor for one year. Upon his return, he attended Salinas Junior College and Stanford University, where he was a member of Phi Delta Kappa Fraternity. In 1945, he joined the US Navy, and it was on Guam that he met his bride.

Gloria is the daughter of Captain Ralph B. Randolph, USN, and Mrs. Randolph. She attended the Point Loma School and graduated from George Washington High School in Guam. Returning to the States, her education was completed at UCLA where she was a member of Gamma Phi Beta.

The young couple were married on Sunday, June 5, at 4 p.m. in the Naval Chapel of North Island, San Diego, with Comdr. John W. Weise, ChC, USN, officiating. The bride's gown was of the traditional white satin with yoke and sleeves of chantilly lace, and her full skirt fell into a long sweeping train. The finger tip veil was held by a cap of appliqued flowers and she carried a bouquet of white orchids stephanotis.

Carmelites in the bridal party included: Miss Beverley Dowgiallo (sister of the groom), who as a bridesmaid was attired in dusty-rose slipper satin and carried a bouquet of lavender larkspur and tulleman sweetpeas. Mrs. Marian Dunn, also a sister of the groom, wore a dinner suit of heaven-blue satin dramatized by black accessories.

Toland Doud, of Carmel, served as best man. Mr. and Mrs. Peter Thatcher (Andre Del Monte) were there from Alhambra.

The reception, held in the Officers' Mess on the island was attended by more than 100 guests, with Mrs. Randolph (Mother of the bride) receiving in a gown of champagne chiffon and lace. The four-tiered cake was cut by the joined hands of the newly-wed pair using Captain Randolph's sabre.

For travelling the bride selected a suit of blue and green glen-plaid cashmere with sun beige accessories. The first week of the honeymoon was spent on Catalina Island.

Ensign Gardner's gift to his bride was a pearl necklace.

Following their Carmel visit the newly-weds will reside in Alameda where Mr. Gardner is attached to the Naval Air Station.



By REV. ROBERT H. HARPER

Jesus' Death and Burial.

Lesson for June 12: Luke 23:33-38; Mark 15:34; Luke 23:46-47; Matthew 27:57-60.

Memory Selection: John 10:11.

After the travesty of a trial was ended, Jesus was led to the crucifixion. When a place called Golgotha had been reached and Jesus had been lifted up between two thieves, the chief priests and the soldiers taunted the Sufferer and told him to save himself, and one of the soldiers offered him vinegar to drink, mingled with gall. And above the head of Jesus were these words: THIS IS THE KING OF JEWS.

At the ninth hour (three in the afternoon) Jesus cried: "My God, my God, why hast Thou forsaken me?" Let us regard these words as evidence that Jesus, who had come willingly to the cross for sinful men, whose sins had separated them from God, had to feel utterly alone in his sacrifice.

In the last moments, Jesus cried out, in a loud voice: "Father, into Thy hands I commend my spirit." These were the last words from the cross. They are sufficient answer to some who have supposed that his cry of being forsaken indicated wavering faith by Jesus.

The Sanhedrin, in declaring Jesus worthy of death, was not unanimous in its action. Joseph of Arimathea did not agree. And, after the crucifixion, he begged the body of Jesus from Pilate, and he and Nicodemus lovingly placed it in Joseph's new tomb. Matthew writes that Joseph "also himself was Jesus' disciple." It is true that he had been a disciple secretly, but at the last he acted boldly and at great risk to himself. The same was true of Nicodemus.

on Sunday the Club will oppose the Olympic Club of San Francisco.

Cricket Club Wins Close One

The Del Monte Cricket Club, in their most exciting game of the season, defeated the Golden Gate Club of Berkeley by 1 run (104 to 103) at Carmel High School Sunday. The game was witnessed by a number of people, who had come to the high school for the formal opening of the school swimming pool, which took place at the same time. Del Monte went in first and their highest scorers were Tony Kent, 38, and Eric Petrie, 29. The most successful bowler was Vic Mantilla, who took five wickets for 52 runs and almost accomplished the "hat-trick," which consists in taking three wickets with three successive balls; Mantilla took two wickets with two balls and three wickets.

For the losers, H. Foster went in first and was undefeated at the end of the inning with 32 runs to his credit; R. Newbold made 36. With one run only needed to tie the score, the last two Golden Gate batsmen (Foster and DeWitt) attempted a run, but the wicket was struck by an accurate return from Jim Southwell and DeWitt was run out, thus ending the innings and the match.

The usual practise will be held at Carmel on Thursday evening and

Happy Birthday

Colored movies and slides of "Life in Japan" were the feature of the birthday party of Meg Seccombe, daughter of Rev. Alfred B. Seccombe and Mrs. Seccombe. Meg celebrated her seventh birthday on Saturday afternoon. More than 20 little girl friends attended and Meg's uncle, William Tyson Seccombe, recently returned from Japan gave a running commentary as he showed the films. Mrs. Wynne Lander, Mrs. Violet Weisiger and Miss Neve Gribble assisted Mrs. Seccombe.

A ride in the "Blue Skies" Surrey won high approval of the young guests at Wendy Burnham's birthday party last Monday afternoon. Wendy was eight years old and her mother, Mrs. A. Carol McKenney entertained the Misses: Christine and Marjory Aho, Mary Helen Elstob, Carla Budd, Connie Chedester, Gail Ann Da Rosa, Lucinda Lloyd, Nancy Lofton, and Vivienne Davis. Japanese lanterns and parasols made distinctive and colorful decorations.

Garlands of vari-colored crepe paper festooned the drawing room of Mrs. W.W. Sellard's charming home on Monte Verde street last Saturday afternoon when Mrs. Vivian Davis entertained thirty boys and girls in honor of her daughter Vivian's 8th birthday. At the end of each garland was a gift for each of the young guests. The party table set in the patio was in blue and pink with the flower decorated birthday cake in the same delicate colors. The boys and girls were Vivian's class mates of Sunset School's second grade.

Mrs. F.L. Wallace of Hatton Fields entertained the same group of second graders in honor of her son Frank's 8th birthday, on Sunday afternoon. Frank's party was held on the beach with hot dogs, much sand between the toes and an occasional foray into the surf as the high spots.

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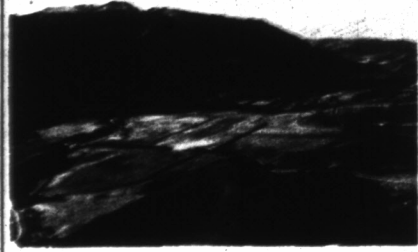
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Winding Through CARMEL VALLEY



The Valley Road & Why

Salinas - About 50 Carmel Valley residents crossed the mountain Monday morning to attend the board of supervisors meeting here to find out why the valley road has not been fixed.

C.S. Harper, president of the Carmel Valley Business and Professional Association, who said he acted as spokesman for a fact-finding committee, asked two questions of County Surveyor Howard Cozzens:

(1) Why had he said bids for construction of the valley road would be called in June, then changed his mind and said it would not be until fall?

(2) When could residents of the valley expect work on the valley road to be started?

Andy Jacobsen, chairman of the board of supervisors, asked Mr. Cozzens to make a report, which he did. He explained that the county allocated \$816,000 for road improvement and there were five roads to be finished:

(1) Del Monte Avenue, (2) Salinas Overpass, (3) San Juan-Watsonville Road, (4) Arroya Seca Road and (5) Carmel Valley road. Two of these projects have been completed and the most important one involved dealings with the army and navy, necessitating unexpected delays. Bids for the Del Monte Avenue work should go out very soon, Mr. Cozzens said, and not until then can bids on the Carmel Valley Road be called.

He said that the budget of the valley road was \$115,000 plus about \$30,000 saved on the other projects, which of course depends on the cost involved in work on the Del Monte project. Mr. Cozzens referred to the engineering difficulties of the valley road realignment that makes a complete and thorough survey necessary. It was also mentioned that the board had received several letters from Carmel Valley residents who objected to modernization of the road.

At the close of the session Mr. Cozzens said the valley road modernization would take about 250 working days and should be completed by July, 1950, although "this is not a promise," he added.

Among valley people who attended the meeting were Mr. Harper, Herb Brownell, Irene Baldwin, the Frank Andrews, Dr. R.D. Joldersma and wife, Louise Moore, Lucille Chambers, Bill Wood, Mrs. Fred Horne, Mott Hitchcock and Mrs. M.C. Ruehl.

TEEN-AGER DOINGS

All teen-agers in the valley are invited to Frank De Amaral's barn on Monday evenings to plan their activities for the week. Last week they enjoyed a wiener roast and a swimming party, while tomorrow night folk dancing is scheduled at the Farm Center. It isn't necessary to have a date to have fun at these community guided projects. Plans for the summer include hayrides, barbecues, swimming parties, breakfasts, moonlight rides and folk dancing.

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HITCHING POST

SHUFFLEBOARD

Carmel Valley

Doin's An' Stuff

BY JANET ARNOLD

The Louis Moores, Malcolm Davissons and this writer enjoyed dinner Saturday night at the Carousell before going down the road to listen to the singing bartender at Los Laureles Lodge.

Mrs. Nelson Leoni was hostess last week to the Carmel Valley Women's Club. After dining from box lunches and holding a short business meeting, the group heard John Broughton read his allegorical drama, "The Playground." Ladies who would like to join the club should call Mrs. Frank Porter, 22-R-1.

Millie Tice (Two-gun Sal) held a bang-up party at her swimming pool recently for all members of the fiesta troupe.

Each week the writer plans to do a thumbnail profile of someone in the valley who occupies himself in an unusual manner. The victim this week is Boris Veren, a kind of Sherlock Holmes tracking down elusive books from all parts of the world for craftsmen and hobbyists. Boris left the "fleshpots" of Chicago for the valley, where he, not only can ply his trade, but can build his own house by hand from adobe brick. His wife, Rose, helps lay the bricks when she isn't weaving at the new Craft Center.

Dean Marcucci, son of Dr. and Mrs. Marcucci, spent last weekend with his parents. He has returned to San Francisco where he is an engineer for the American Arabian Oil Co.

Twenty months old Pixie Popovic, accompanied by her mother Mrs. Frank Popovic and her aunt, Miss Honey Coot, all of San Francisco, arrived by Ranchita Edenrey, at the home of Dr. and Mrs. Edward P. Marcucci, on Tuesday for an all summer visit.

The newest enterprise in the valley is a new movie theater run by Ed Haber and Ralph Stean. They start tomorrow night at 7:30 which is the regular starting time for evening performances. On Saturday there will be a 2 p.m. matinee performance for the kiddies.

For those with the interest and leisure, there are Wednesday evening classes in weaving, leathercraft and clay at the new Carmel Valley Craft Center in the White Oak Inn. This affords an opportunity to accumulate a few Christmas presents, and everyone is welcome.

The Sherman Jones, the Kenny Bakers and Irene Piazzoni went for a moonlight ride on Mount Toro Saturday night.

Mr. and Mrs. Robert Ramsey visited the valley Sunday. They are the new owners of the Highlands Inn.

A new playroom at Holman's Guest Ranch is being built.

Admiral Robinson, returning to Washington after three years on Guam as president of the Board of Trials, and his wife entertained his sister, Mrs. Phillip Wilson, and a group of friends at the Carousell recently.

Judge M.C. Sloss and his wife are celebrating their 50th wedding anniversary this week at Los Laureles Lodge. Twenty relatives and friends are converging from all parts of the country to pay their respects. Mrs. Sloss is also celebrating her 75th anniversary.

Mrs. Henry Potter Russell had as her house guests at her Carmel Valley Ranch, Mr. and Mrs. Charles Fay, Jr., Dr. Cabot Brown, and Mr. Dave Hurlburt. Colonel and Mrs. Harold Mack entertained at dinner for the group and Mrs. Russell hosted a luncheon in their honor.

Folk dancing every Tuesday at the Carmel Valley Inn is for guests as well as valleyites. There is a

small entrance fee to cover the cost of recordings. Right now a search is starting for a "caller," and anyone who can qualify will be received warmly.

Frank Lloyd, the producer-director, entertained Mr. and Mrs. Gene Raymond (Jeanette MacDonald) and other guests recently at the Carousell.



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	Case of 6 - 3.10	
APRICOTS, whole peeled light syrup, No. 2 1/2	1.85	
Case of 24		
SPANISH RICE	1 lb. Jar	10¢
Case of 24	2.25	
HOMINY	No. 2 1/2 Can	13¢
Case of 24	\$3.00	
SLICED Y. C. PEACHES	8-oz. Case of 72	23¢
	\$5.40	
SALMON	1-lb. Can	49¢
Case of 48	\$22.95	
TOMATO PASTE	6-oz. Can	6¢
Case of 96	\$5.38	
Condensed Soups:		
VEGETABLE or TOMATO	10 1/2-oz. Can	9¢
Case of 48	\$4.30	
BEEF OR CHICKEN	10 1/2-oz. Can	13¢
Case of 48	\$6.15	
MUSHROOM SOUPS	10 1/2-oz. Can	12¢
Case of 48	\$5.85	
APRICOT PRESERVES	1-lb. Jar	15¢
Case of 24	\$3.50	
COFFEE	1-lb. Bag	39¢
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On Ocean Avenue you will find Carmel's much talked of Blue Bird Restaurant, and don't miss their French Fruit Tarts, made to order, they literally melt in your mouth. No use asking, the recipe is secret!...Normandy Inn's Patio with its gay umbrellas is always crowded, but worth a wait, for either lunch or dinner, inside or out, wonderfully cooked food, on the rich side, beautiful surroundings... Pine Inn Garden Restaurant blends Fashion with your food on Wednesdays with two really fine style shows. The patio, surrounded by unique shops is unique...Wibby's



gay pink and white dining room, plus his patter of nonsense and his ever changing hats, makes Whitney's a fun spot from the moment you enter the intimate bar. The food and service are four star!...For a magnificent ocean view in an atmosphere of quiet elegance, La Playa Hotel opens its dining room to the public for breakfast and dinner. You will enjoy the spacious lounge, the great sunsplashed decks, the faultless unobtrusive service...If you yearn to rub elbows with the celebrities, Hollywood to New York, Sade's, cocktail time through dinner, is for you. Luxurious atmosphere, celebrated in current fiction...The Tip Top is a tiny sea room that lives up to its name in the service of daintily prepared luncheons and dinners at reasonable prices... The Get Acquainted Spot in Carmel every Friday-An evening of dancing and fun-And! A full half hour of full instruction in social dancing and rhythmic technique. Ruth Allerhand Studio, San Carlos and 8th.

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a fun program every night in the
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Their **Golden feathers** (French
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LOU and GAL welcome you
any time after 5...for good
food...good drinks...good fun!

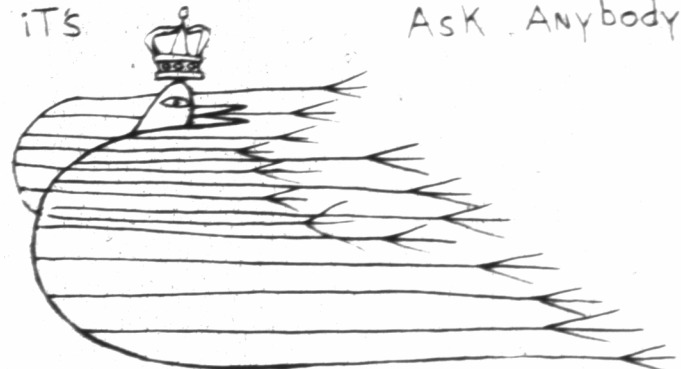
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June 18-19

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For advance reservations
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BOYS !

CONTEST!

BOYS !
GIRLS !

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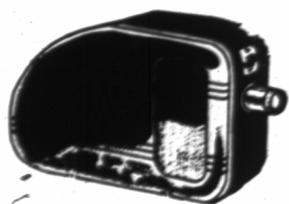
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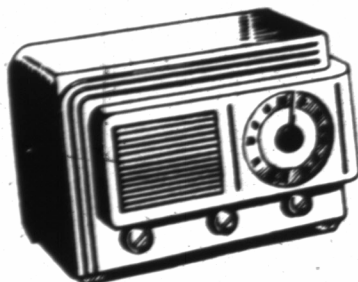
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CONTEST RULES:

1. OPEN TO BOYS AND GIRLS BETWEEN THE AGES OF 8 AND 16.
2. YOU MUST HAVE YOUR PARENTS CONSENT TO ENTER THIS CONTEST.
3. GET ENTRY BLANKS BEFORE YOU START. THEY MAY BE OBTAINED AT THE CARMEL SPECTATOR OFFICE - CORNER LINCOLN AND 7th, CARMEL.
4. CONTEST STARTS FRIDAY JUNE 18, 1949 AND ENDS NOON FRIDAY JULY 15, 1949.
5. NO APPLICATION BLANKS ISSUED AFTER 4 PM, FRIDAY JUNE 24, 1949.
6. SUBSCRIPTIONS TO THE CARMEL SPECTATOR MUST BE FOR ONE YEAR, MUST BE PAID FOR BEFORE THEY CAN BE CREDITED TOWARDS THE PRIZES IN THIS CONTEST.
7. ALL ORDERS FOR SUBSCRIPTIONS WILL BE CONFIRMED AND BILLED BY THE CARMEL SPECTATOR.
8. SEE LIST OF NUMBER OF SUBSCRIPTIONS NECESSARY FOR AWARD OF PRIZES. YOU MAY WIN ANY PRIZE OR PRIZES. IT DEPENDS UPON YOU.

Your family and friends will furnish many subscriptions toward your prize.....All of these WONDERFUL PRIZES can be seen in the lobby of the Carmel Theater.....so HURRY kids, don't get a late start. The prizes will be awarded to the winners on the stage of the Carmel Theater Saturday, July 16, 1949 along with a FREE SHOW to those entered in the contest.....

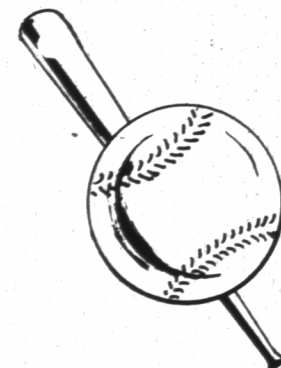
All those qualifying for the contest but who do not sell enough subscriptions for the minimum prize will receive a box of Hershey Chocolate Bars.



HUNTING KNIFE.
5 One Year Subscriptions.



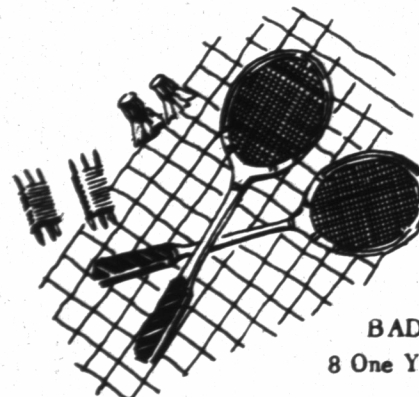
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9 One Year Subscriptions.



BADMINTON set.
8 One Year Subscriptions.



A KALDOR-BATES photo

Dorothy Breeding and James Iuedio, Arthur Murray dance instructors, were the featured entertainers during Monterey's recent birthday activities. Their interpretations of Spanish, Mexican and South American dances fits in well with this year's centennial theme.

RED CROSS SUMMER PLANS DISCUSSED AT MEETING

Matthew C. Jenkins, recently elected chapter chairman of the Carmel Red Cross has announced a partial list of officers and service chairmen for the following year's work. Miss Helen Heavey will be vice chairman of the chapter; Miss Kathryn Bier, secretary; and George Knapp, treasurer. Appointments of 14 service chairmen to head the various activities of the chapter were discussed at a recent executive committee meeting.

The main business of the meeting was in connection with the difficulty of securing adequate numbers of blood donors from the Carmel area, especially for the next three summer months. The mobile unit visits the Monterey Peninsula on the fourth Monday of each month; appointments for donors are scheduled in advance through the local chapters. Not only is a constantly fresh supply of all types of whole blood maintained at the two local hospitals and the County Hospital, but blood derivatives, serum albumin and immune serum globulin (for modification and prevention of measles) is being supplied through the Department of Health. In discussing recruitment plans for the future, special commendation was given to the splendid work being done by Mrs. A.F. Blanks, Carmel, who has been speaking before many women's groups here and showing the movie, "A Life in Your Hands."

Members of the executive committee present were Mrs. Ernest Morehouse, Mrs. Francis Foraker, Miss Helen Heavey, Miss Kathryn Bier, Frank Putnam, Paul Whitman, George Knapp, and Mr. Jenkins. Also present were Mrs. Rush R. Wallace, coordinator of activities for Ft. Ord, and Miss Elizabeth Fogel, executive secretary of the chapter. Other members of the executive committee include Dr. Remsen Bird and Mrs. Kent Parrot.

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A REAL BUYIN A SUMMER HOME
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Devils Food Do-Nuts

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6th and Mission

May Court

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Village Corner Candies

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CARMEL

Open Evenings

THRILLER !

Wives of the Officers of the Navy's General Line School, will present "Ladies in Retirement," on the 23rd, 24th and 25th of June at the Naval Air Station Auditorium.

Last year, the Navy Drama Group was most successful with its fine characterization of "Cradle Snatchers," and this year's group boasts a fine array of talent that promises to make the new production an even better evenings entertainment.

A sure-fire hit, "Ladies In Retirement" was a Broadway favorite of about ten seasons back and was also done as a movie with Ida Lupino, Robert Montgomery and Elsa Lanchester taking the leading roles. It is a charming Victorian suspense-thriller, complete with murderess, a blackmailer and two "pathetic" if not insane sisters who find themselves occupying a house together in the marshes outside of London.

The cast, although under the supervision of Dan Totheroh, is being directed this year by a member of the Drama Group, Mrs. Andrew H. Reid, of San Juan Road in Carmel Woods. Mrs. Reid is a veteran of many years of Little Theatre work in such well known favorites as "Arsenic and Old Lace," "Claudia" and "The Trial of Mary Dugan," and has come to Carmel with her husband, LCDR Reid, from Cuba, where they started the first Little Theatre in Guantanamo Bay. She worked with the Special Services Department of the Army during the war, directing it's "Unauthorized Abbreviations," and appearing in "Khaki Kapers," "Twin Beds"

and "The Maxwell Field Revues" for GI entertainment.

Members of the cast, along with being seasoned troupers are all seasoned travelers as well. Most of them have lived all over the world and have trod the boards in such far away places as Shanghai and Honolulu. One, Mrs. George P. Yonkers, worked with Maurice Evans in Hawaii and starred in his production of "Out Of The Frying Pan" which toured the Islands for four months.

Other members of the cast include, Mrs. Francis C. Tormollan, Jr., as "Lucy"; Mrs. M.M. Gibson, III, as "Leonora Fiske"; Mrs. Remi C. O'Connor, as "Ellen"; Lt. Dewitt C. Redgrave, III, as "Albert Feather"; Mrs. Yonkers, as "Louisa"; Mrs. John E. McBride, as "Emily" and Mrs. John L. Butler Jr., of Casanova Street.

This Is A Get-Aquainted Sale For Men

FOR ONE MONTH ONLY
BEGINNING TODAY

SUITS made to your individual order
from \$69.50 to \$125.00
formerly \$95.00 to \$200.00

SPORT COATS \$50.00 to \$75.00
formerly \$75.00 to \$110.00

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formerly \$35.00 to \$75.00



Custom-made Clothes
for Men & Women

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Alterations of all Kinds

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Dolores & Ocean above Rohr Elec.

Joseph's



One-two-three-kick! "One-Shot Sal," a routin tootin Western melo-drama, is slated for Saturday night at the Mission Ranch Banquet Hall under the auspices of the Carmel Ski Club. Above are, l. to r. Herb Jensen, Audrey Ford, Jo Ann Smith, Patricia Ford and Cass Parsons.

Ski Club To Feature Burlesque

The Carmel Ski Club's "49'er Barn Dance" Saturday night at the Mission Ranch Banquet Hall is a burlesque of Western melo-drama, titled "One-Shot Sal," written and directed by Larry Moore. It made its first appearance at the recent Fiesta de los Amigos celebration in the Carmel Valley.

Featured are Millie Tice, Faunce Whitcomb, and what has been billed as "the peppiest little chorus this side of the Mississippi" (see cut above). Dancing starts at 9 p.m. with music provided by

Jake Stock and his orchestra.

Tickets are \$1 a head, and show management advises patrons to "kindly check your guns outside the door."

Carmel Boy Sent To OCS

A Congressional Medal of Honor winner, Sgt. 1/C Arthur J. Jackson, from Carmel, California, was among three enlisted men to receive a commission as 2nd Lt., Inf., in the Officers Reserve Corps recently at Ft. Ord. Sgt. 1/C Donald Burdick, from Roosevelt, Utah, was commissioned 2nd Lt. in the Coast Artillery Corps, and Sgt. 1/C Lloyd A. Epperson whose home is in Salt Lake City, Utah, received his commission in the armored Cavalry. The men may be called to active duty as officers in the future.

Sgt. Jackson enlisted in the Army last February, however the medal was won while serving as a PFC in the Marine Corps. President Harry S. Truman presented, then, Pvt. 1/C Jackson with the Medal of Honor. "For conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty, while serving with the Third Battalion, Seventh Marines, First Marine Division, in action against enemy Japanese forces on the Island of Peleliu in the Palau Group, 15 September, 1944."

An excerpt from Sgt. Jackson's citation reads in part, "...he stormed one gun position after another, dealing death and destruction to the savagely fighting enemy in his inexorable drive against the remaining defenses and succeeded in wiping out a total of twelve pillboxes and fifty Japanese soldiers."

At the present time Sgt. Jackson is serving with Co. "K", 8th Inf. Reg. Sgt. Burdick and Sgt. Epperson are both assigned to Hq. Co., 4th Inf. Div.

screen character actor, will star in the title role of "How Love Came to Professor Guildea" on the KNBC "Radio City Playhouse" Saturday, June 18 (2:30 p.m. PST). Harry W. Junkin, producer-director of the program, adapted the Robert Hichens story for radio.



LANDSCAPING
Floyd C. Dillon
Phone 1542 J
CARMEL



KISSING KIN by Elawth Thane - \$3.00

The latest romantic, historical novel of the charming Day family of Williamsburg, Virginia. This brings the chronicle up to the 1917-1934 period.

TOWER OF TERZEL by Pierre Van Paassen - \$3.00

A first novel of this well known writer, concerns 19th century Flanders. This story revolves around the Govaerts family and the strange incidents that involve them all in a drama in which greed, passion, love and hope play the leading roles.

THE DAME AND THE SERPENT by Hilda Osterhout - \$3.00

Mexico is the setting of this story of a young woman's search for maturity. The heroine goes to Mexico City to study and lives with one of the aristocratic families. There she learns to love the land and the people.

SCARLET COCKEREL by Gerald Lagard - \$3.00

The whole Army of the Potomac hated the 'Scarlet Cockerel'. He was a young surgeon, who, during the Civil War, fought and laid waste and asked no quarter—not even from the woman he loved.

NOBODY'S FOOL by Charles Yale Harrison - \$3.00

Here is a sensitive love story and a modern treatment of the world of finance, politics, and the modern octopus, public relations, all fused into a fascinating whole with tenderness and caustic wit.

"Winslow Boy"



A Kaldor-Bates photo
BRYAN LAMBERT

Bryan Lambert who will appear as "Ronnie" in the forthcoming Golden Bough production of "The Winslow Boy" was born in Eastbourne, England a little more than 15 years ago. He was educated at Newburgh Priory, Cotswold. Bryan came to California with his parents, two sisters and two brothers a year ago and graduated from the Eliot Junior High School, Pasadena, in June 1948. His family moved to Carmel Valley last summer and during the past winter he has been attending Monterey High School. Now the family are moving again, this time to San Jose, and Bryan

will be a house guest of the Edward Kusters for the balance of this month. The youthful actor was widely acclaimed for his performances in "The Winslow Boy" during last February and March at the Golden Bough Playhouse.

Police Dept. May Business

Police Department business in Carmel for the month of May featured 16 arrests on charges of worthless check passing, disturbance, drunk (3), drunk driving (2), investigation, mental, mischief, ordinance code (5), and vehicle theft. There were a total of 174 complaints, 24 animal reports, 124 office reports, nine "watch house" requests, and 292 traffic violations.

NOTICE!!!

Starting today, people who wish to post letters prior to what normally has been the 12:15 p.m. mail dispatch at the Post Office will have to be 15 minutes earlier. Because of schedule changes at Monterey, the midday pickup will be promptly at noon from now on, according to Ernest Bixler, postmaster.

An increase in Post Office box rentals has also been announced. Payments for the next quarter, which must be made between June 20 and July 1, will be increased in the following manner:

From 75 cents to \$1, from \$1 to \$1.50, from \$1.50 to \$2, and from \$2 to \$3.

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Furnished with view
In desirable location

\$18,000

1700 Days Marion L. Smiley 1812-J Evenings

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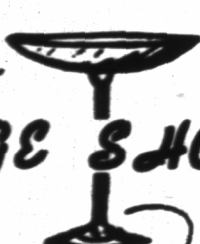
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2 for 25¢

Worth Shopping for!

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Phone 208



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FOR SALE OR TRADE

2 BEDROOM HOUSE, DOUBLE
GARAGE PLUS EXTRA LOT.

Will consider trade for
same in Carmel or will
consider lot as
down-payment.

Phone Owner 17-J-12 after 5 p.m.

SPECTATOR

THE CARMEL SPECTATOR, CARMEL, CALIFORNIA

BUSINESS REVIEW SUPPLEMENT

AIRPORT BEAUTY SHOP

262 El Camino Real North

Denise Steinmueller, Owner

Salinas 9054 for Your Appointment

- Specialists in Permanents and Tinting
- Soft Water for Your Complete Beauty Care
- No Parking Problem Here

Here you have at your service permanent wave specialists who know exactly what should be done for your hair. Here it is not a matter of giving a permanent to anyone who comes into the salon asking for one. Here experts will look at your hair, analyze it and tell you just what must be done to obtain a really good permanent.

When they have put your hair in condition an operator at this shop will put in a wave for you that will please you in every particular. The waves will be soft and lustrous looking. Long forgotten beauty of your hair will

be visible. There will be nothing stiff or artificial looking about your permanent.

The work at this shop is done in as short a time as is possible, considering the quality of workmanship. They specialize here in doing your hair quickly, but expertly.

While you have here operators who are specialists in permanent waving, you will find that their prices are most reasonable.

The shop is well equipped and furnished with every convenience for their fast growing clientele.

We suggest that you pay an early visit to this salon. B-55

MAEYE'S COFFEE SHOP

— Elidia Esparza, Prop. —

ALL KINDS OF MEXICAN & SPANISH DISHES

Open 9:00 to 2:00 p.m.

19 Soledad

Salinas 8123

Well balanced and well prepared meals are served in a tempting manner to satisfy the most fastidious customer. Lunches and dinners are equally appetizing.

It is unfortunate that so many poor eating houses are found over the country by the traveler. Such a refreshingly up-to-date cafe as this is a pleasure to find, and a greater pleasure to return to time and time again. It is hard to surpass anywhere in the locality. The proprietor has obviously in mind the well being and comfort of the local and traveling public. His success has reflected his desire to please everyone with good food pleasantly served.

There you will find excellent food, cooked by a discriminating chef, wholesomely and deliciously. Regardless of the size of your order you will be received in a

grateful and appreciative manner, and will be served in a courteous way. The management is always pleased to serve you and is equipped to do so in the finest manner.

The popularity of this cafe can well be explained by the way in which customers are served in such delightful surroundings. Cleanliness and promptness are always stressed, whether you are a traveler passing through or a regular town visitor. Pleasant and satisfactory treatment is always accorded you at this delightful eating place. Shoppers and business men are equally accorded fine service.

In this review we are pleased to compliment the proprietor of this cafe on the fine food, excellent character, and community service rendered by this leading establishment. R-11-1

Lions

GRICE W. THURLBY, Manager

SERVED THIS COMMUNITY SINCE 1856

COMPLETE HOME FURNISHERS

SALINAS 5955

835 South Main Street

Salinas



N.R.A. CAFE

22 Soledad

Salinas 4479

BREAKFAST
LUNCH
DINNERS

Spanish and Mexican
Dishes

a Specialty

EXPERTLY AND TASTEFULLY
PREPARED AND SERVED

ANDERSON MATTRESS CO.

NEW AND REBUILT MATTRESSES

Odd Sizes Our Specialty

COMPLETE MATTRESS RENOVATING

Watsonville 499

Anderson Mattress Co. located three blocks from downtown, on Green Valley Rd., will gladly give free estimates to anyone desiring this service. Plain mattresses are made into modern well-built Innerspring Mattresses.

In any community there is always a firm which turns out a product similar to, but still superior to, its nearest competitor.

Beyond a question, the fact that so many people in this area have had a stake in the operation of this firm has contributed to its fine record of achievement.

Their continued pre-eminence in this field, in a large measure, is attributable to conformance with proved and basic principles of modern management. Elimination of waste, plus improved production techniques, plus the most

modern tools are the controlling forces that have increased per man hour output and cut production cost.

So it is evident that the competent management of this firm has most advantageously grouped materials, methods and men to the end that a superior product is produced at a lower cost.

Since a major element in successful manufacturing is the satisfaction of the buyer, the design and sales plans of the concern include needs of the people of the area.

A review of the business progress in this area would be quite inadequate without substantial recognition of this firm's contribution to the general advancement of this community. M-11-1

HARLEY-DAVIDSON

MOTORCYCLE AGENCY

AUTHORIZED SALES AND SERVICE

New & Used Motorcycles

• ACCESSORIES

• PARTS

• REPAIRING

LARRY KETZEL

Salinas 1583



Mrs. Evelyn Norris

SENDS

Greetings to Salinas Rodeo

The House of Silks

— FEATURING —
VOGUE • McCALL • BUTTERICK— A COMPLETE LINE OF —
DRESS TRIMMINGS— FROM —
BUTTONS TO SHIELDS— AND —
YARDAGE— FROM —
COTTON TO SILK

From the Nation's Top Firms

In San Jose for 22 Years —

268 S. First Street

The Finest in California

JOHNS-MANVILLE PRODUCTS

ROOFING

Complete Roofing & Flame Proofing Service

FREE ESTIMATES
INSPECTION AND ADVISEMENT

COUNTY ROOF SERVICE

ESTABLISHED 1922

330 W. Market Street, Salinas

Salinas 7131

These Merchants Send Greetings to
the California Rodeo at Salinas

June 16, 17, 18, 19

RODEO
Edition

Eugenia Hoffer

SCHOOL OF THE DANCE

TELEPHONE 2-4311

The Eugenia Hoffer School of the Dance is located at 257 Williams Rd. and needs no introduction to this community. As she is one of our local girls she has won much praise for her course of charm, poise, and personality development.

Through the progressive efforts of this very valuable dance studio the younger generation is offered

the advantages of any city. There has never been so great interest manifested in this art. The art of dancing will never become a lost art, but will continue to gain favor with all who are capable of appreciating it.

We are stirred by that marvelous intonation of the human dance when it is trained to express the various emotions of our

nature. It is but natural for us to respond to this wonderful art, for it gives expression to those finer emotions which are a part of our fundamental nature. We are pleased to acknowledge the debt of the community to this prominent dancing teacher, and to recommend her to all those who desire the best training in the fine art of dancing. D-D-1

Pioneer Poultry

"FRESH FANCY DRESSED POULTRY"

R. F. LAWRENCE, Owner and Operator

Watsonville 108-W-11

Pioneer Poultry on Santa Cruz Rd. Aptos, has the highest grade poultry. It is very important that the poultry producers of this section should have a market that is up to the standard, and they are fortunate in having this market in their midst. There are many small dealers, but it takes a man with wide experience to offer the highest grade poultry. Mr. Lawrence

knows the business from A to Z and will gladly pass on to the customer any information. He is thoroughly competent in every phase of the poultry business.

The "Pioneer" is home owned and operated by a man who is proud of his business. He is glad to compliment the "Pioneer Poultry" upon the commendable pol-

icy to which he adheres in all business transactions. Because of the service rendered this firm is a real asset to the community, and one of the most progressive poultrymen in this and surrounding

In this business review it is a pleasure to call our readers attention to this poultry firm.

Barsotti's Flowers

"In the Heart of Valley Center"

QUALITY • SERVICE • EFFICIENCY
Salinas 3843

The name of Barsotti in Salinas at 16 W. Ronnie Lane has been serving the public since 1952. The shop is under the management of R. V. Barsotti who has a host of friends in the community and surrounding area. They specialize in funeral work—their sympathy flower sprays and arrangements are beautifully done.

It is a pleasure to "Say it with Flowers" when the flowers are from Barsotti's. They are ready at all times to provide you with the most delightful floral arrangement for any occasion. A specialty is made of wedding designs. Helpful suggestions to the groom

in the choosing of the bride's bouquet and corsage to complete her type and the style and material of her bridal gown and veil are given. A detailed discussion with the bride so the bridesmaids bouquets, headbands or coronets to harmonize with their gowns is part of the specialized service. Multiple arrangements are available from the dainty colonial to the more formal arrangements, and with a lovely choice of vells and ribbons.

Another featured service of this concern is their special occasion decorations for banquets, parties or showers in the home, hotel or

club. Holiday door pieces, table or buffet arrangements—for the different seasons—baskets for store openings and presentation bouquets for lodges and clubs, and hospital arrangements for mother and baby too, all a few of their very fine specialties.

Particular attention is given to funeral orders. Individual requests are carefully filled. This department is staffed and equipped to handle any funeral order from the simple spray to the most intricate and elaborate emblem or design.

We wish to direct your attention to this popular floral concern. F-40

S. L. Weber Appliances

PLUMBING — HEATING

CROSLEY AUTHORIZED DEALER • APEX WASH-A-MATIC

OPEN THE DOOR ... SEE THE "SHELVADOR"

Salinas 5625

S. L. Weber Appliances, located in Salinas at 223 Salinas St., is enjoying his twenty-third year in business. Remember! Only "Crosley" has the "Shelvador" and there is a model priced to fit your purse. It is a "3-way" refrigerator—time and work saver—twice as much front row space enables the busy housewife to save time, save space, save reaching, save food and save steps. The "Crosley Shelvador" refrigerators are all powered by the economical Electro-saver compressor ... 1/4 h.p. hermetically sealed. It requires no oil or care—5 years warranty. The "Apex" is the first Automatic Washer that gives you fluffy clean clothes. Come in for free demonstration. The "Apex" bounce

ing basket action that sets a new high in thorough, safe cleansing. Completely automatic—practically free of vibration.

Modern home equipment and appliances are examples of American industry's great contribution to the pleasure of living. This dealer, operating a leading appliance store in the district, is well equipped to handle your requirements in this line.

Buy from a dealer "today" that will be here "tomorrow" to stand behind his sale. Yes, the folks of this area have learned that this reputable dealer stands on a policy of customer satisfaction that has contributed immeasurably to the increasing patronage that he has received.

Being a capable buyer and business analyst, the manager has been able to select and stock many items in this line that represent the most advanced design, development and at the most reasonable prices. It is the pleasure of the management here to demonstrate new equipment and you are cordially invited to drop in and examine their stock.

We are quick to recommend that our many readers visit this fine store and select the new appliances and household items that we have all been waiting so long to buy. For the best in appliances at the most reasonable prices, patronize this dealer. A-62

RAY GILBERT'S USED CARS

PARTS & ACCESSORIES
Salinas 2-0448

Ray Gilbert's Used Cars is located in Salinas at 810 Sanborn Rd.

Here is a used car dealer that has built a reputation upon dependability. No "exaggerated statements" are made to attract the unsuspecting public, as the saying goes. In the first place the management here knows that such sales methods are neither necessary nor complimentary to the good name of their business. It has been their experience that the public recognizes values received for the dollar spent and in the long run sound service and fair values mean good business.

Their cars are exactly what they say they are. There is real solid value behind every car on their lot. When you deal with them you can be assured of receiving as fair and equitable proposition as can be found in the district.

Every car that is taken in is carefully checked. If repairs are required they are made, and made by mechanics that are experts. If parts are replaced they are factory guaranteed parts. When they sell you a car they know that they can stand behind it.

Additionally this firm will make you a good proposition on your

old car if you wish to sell. They are in a position to offer you an attractive price. This is possible since a sufficient volume of business is maintained by them to enable them to turn cars at a small margin of profit.

Yes, we are confident of our correctness when we join their many satisfied customers in recommending them to our many readers. In this review it is entirely in order that we congratulate the management of this fine used car organization for the high level upon which they are conducting their business. 1053

GAY'S TEXACO SERVICE STATION

MARFAK LUBRICATION — FIRESTONE ACCESSORIES
TIRES - TUBES - BATTERY SERVICE — S&H GREEN STAMPS

Salinas 2-1958

Gay's Texaco Service Station is located in Salinas at Main and A Ave.

Shop at this service station the next time you are in town. Observe the prompt attention that is given your requirements. No aggravating delays are experienced when you deal here. Quick and intelligent service is the policy of the management and has been responsible for the steady increase in business enjoyed by this station.

We also realize that there are hundreds of service stations that supply practically the same quality of gas and oil. However, the

all important item of personalized service is invariably the factor that determines the choice of a "regular station" to handle one's daily automotive requirements. There is a genuine friendliness about the work that this station does for you. The manager is one of those congenial personalities that seems to gather more friends daily.

The people at this station are trained to do top quality service and lubrication work. You will find it convenient to leave your car while you are shopping or working. Rest assured that every essential detail will be thorough-

ly checked. The management recognizes the importance of entirely dependable transportation and strives to maintain the quality of work dependable and lasting service.

If mechanical repairs are necessary, you will find that courteous suggestions are gladly made for your convenience. Yes, this station deserves the fine patronage it receives on the important counts of service, dependability, and courtesy.

The management rightfully deserves sincere congratulations for the good job being done. S-46

WATSONVILLE RUG & UPHOLSTERY CLEANERS

THE LARGEST & MOST MODERN RUG & UPHOLSTERY
CLEANING PLANT IN SANTA CRUZ COUNTY

3-Day Quality Service — Watsonville 3057

Watsonville Rug & Upholstery Cleaners, located in Watsonville at Madison and Prospect, can clean and dye your furniture in one operation and make it look like new. Estimates are gladly given without charge.

They specialize in a complete rug and upholstery cleaning service.

For the best in upholstery and rug cleaning we suggest that you contact this capable organization. They have provided widespread satisfaction among their many customers because they are equipped to handle the cleaning

of any type of upholstered piece and rug.

Upholstery and rug cleaning is an intricate business. Proper solutions and specialized methods must be employed, depending upon the type of rug or carpet to be cleaned. For example, methods of cleaning are employed by this firm that absolutely guarantee the protection of the finest of upholstered furniture and rugs.

It is probably not too well known by most people that the wearing qualities of upholstered furniture and rugs are largely dependent upon freedom from grit and dirt that cuts the small fibres

in the fabric. You will be saved the expense of purchasing new furniture so frequently if you avail yourself of this cleaning service.

All work is handled in the most progressive and scientific manner. The most effective cleaning compounds available are utilized. Skilled personnel under expert direction assure that even the most delicate shades and fabrics will be returned to you clean and unfaded.

We recommend that you consider this firm for any requirements that you may have in this line. U-21

AIRPORT BUILDERS SUPPLY & HARDWARE

SEE YOUR "FULLER" DEALER

— EVERYTHING FOR THE BUILDER —

Builders Hardware — Roofing — Plywood — Sheet Rock
Doors — Windows

— Salinas 4798 —

Airport Builders Supply & Hardware is located in Salinas at 15 W. Curtis St. Conspicuous with every phase of Builders Materials business, this popular firm has won the friendship and patronage of their many customers, old and new.

It has always been the policy of this popular firm to provide the prospective builder with friendly advice and guidance on the complicated matters peculiar to this business. You may be assured when you visit this firm that attentive and friendly interest will be accorded you in

your special building problem.

It is a self-evident truth that the excellence of the product, in any type of business endeavor, manifests the know-how of the management. In this case the accepted quality of the many varied products produced by this firm especially testify to wealth of experience of the able management. Yes, it is generally accepted in this area that the management here knows its business.

The management extends a sincere invitation to contractors and the general public to visit its establishment. Information or

prices, availability, and delivery dates will be cheerfully provided. You will see for yourself why public acceptance has built for them a thriving business.

This firm provides a dependable and painstaking service. They offer a superior and low cost product that is increasingly recognized as the best way to handle various projects on remodeling, repairing, and new construction jobs. The management is composed of men wise in the concrete business which is another reason why we, in this review, are happy to recommend their services. B-124

Ewers Venetian Blind Mfg.

"Yours Are the Best if They Are Ewers Venetian Blinds"

CUSTOM BUILT FOR HOME — FACTORY & INDUSTRY

— L & H PAINT PRODUCTS —

Watsonville 41

Ewers Venetian Blind Mfg. located in Watsonville at 110 Alvarado St. (corner Lincoln and Alvarado) feature Window Screens, Window Shades, Drapery, Hardware, Four-way Aluminum Awnings styled and painted. Venetian blinds complete the scheme of modern home design. Without the flexible light and privacy control afforded by venetian blinds the home cannot really be considered complete.

Considering the initial cost, there are few other items of domestic use that afford the comfort and satisfaction of venetian blinds. Here is a firm that offers a truly complete line of blinds. All material types, tailored to meet your particular window requirements are here for your selection.

You will find the management thoroughly familiar with the most effective use of venetian blinds. They will be glad to examine your home and recommend the most appropriate type of blind to use.

You will find a fine display of blinds at this establishment. Courteous sales personnel will assist you in the selection of the blinds that will most nearly suit your interior decoration scheme. Whether it be the home or the office, you can definitely add to the luxurious appearance and solid comfort of your surroundings through the installation of the unexcelled venetian blinds handled by this outstanding firm.

For their contribution in this line of work we congratulate the management of this venetian blind company. V-11



Attend
the
California

Rodeo

at

Salinas

June

16,

17,

18,

19

and

20



REMEMBER THIS

BRAND NAME

WHEN BUYING

STRAWBERRIES

DRISCOLL

STRAWBERRIES.

INC.

P.O. Box 308

San Martin, Calif.

FROZEN AND FRESH

☆

IT WILL PAY YOU

AND SAVE YOU

MONEY

AND HAVE THE

BEST

WATSONVILLE-COLORCRETE INDUSTRIES

STUCCO SURFACING

GUY L. JENNINGS, Contractor

Surfacing and Resurfacing Concrete Block, Stucco,
or Brick Buildings

Colorcrete — Portland Cement Base — Sand
Waterproof Chemicals

FREE ESTIMATES — WATSONVILLE 1453-W

Watsonville Colorcrete Industries, located in Watsonville at 61 Marchant, serves an area thirty miles in every direction. They have many examples of their fine work in Salinas, Carmel and Monterey, and will be glad to show anyone some of their work, if interested. The material for the industries is shipped in

100-lb. bags in carload lots from Holland, Michigan. Sand, cement and mineral colors that do not fade. It is applied under a pressure to any concrete block, stucco or brick building. In fact, it goes any place where cement will go. This contractor gives the best in service, and his work is endorsed by the general public. You

will find his extensive experience to be invaluable in solving your particular problem along this line. The excellent business judgment is responsible for the success of this growing concern.

In making this review of the business progress we point to this firm as a real aid to the community's development.

Deluxe Bungalow Hotel

KEN WARMING, Manager

316 North Main

Salinas 2-2881

"Where is the best place to stop?" is the question frequently asked by those planning a trip into town for either business or personal reasons. With those who know this community the answer is frequently "to this fine hotel." Discriminating people have found that this hotel satisfies the needs of the traveler on every important count. Comfort is insisted upon by the management. Good beds with top quality sheets and blankets assure a sound night's rest. Ample furnishings

and pleasant lighting facilities add to the comfort of every room. When you stop here you will be pleased to find that service is typified by friendliness and sincerity. There is not the brusque treatment that is so frequently found in service businesses of today. You immediately feel right at home. Service is courteous but not to the point of being strained. You are treated as a friend and welcomed guest.

For the benefit of those who are planning a trip to town may

we suggest that reservations be made well in advance. Good news travels fast, and this hotel has acquired great popularity with folks in this section of the state.

Ranchers, salesmen and businessmen have made this hotel a virtual headquarters. Its convenient location and pleasant accommodations seem to suit people from all walks of life.

The next time you are in town stop in. Enjoy pleasant accommodations and courteous treatment. H-53

Rea's Nursing Home

FRED AND MARJORIE REA

Watsonville 1803

Rea's Nursing Home is located in Watsonville at 919 Main St. Male and female patients accepted with day and night nursing for bed patients and convalescents.

Considerate and expert care for the ill and convalescent is the service offered by the people of this district by this outstanding organization. Many families of this district have learned with pleasure about the most satisfactory care that this rest home is offering many of the less fortunate citizens of this community.

The entire organization of this rest home is directed towards the comfort of the patient. No expense is spared in providing the

finest of trained personnel, top quality furnishings and equipment.

Although managed to assure the quickest convalescence of their patients, the management has skillfully blended efficiency with a personal friendliness that has won them many friends in this community. There is a homey warmth and congeniality about the place that is immediately noticeable to their many patrons and visitors.

May we suggest that you contact the management here if you are in a position to require hospitalization and health care for any of your family or associates.

You will be surprised at the most reasonable rates and pleased with the evidence of expert management and care of every patient in this fine rest home.

The work that this organization is doing for the community transcends the mere acquisition of profit for the interest of the public is always uppermost in the minds of the patriotic citizens that direct activities here.

This fine rest home is indeed a credit to the community and it is a pleasure to accord them prominent mention in this review of business progress of the community. R-121

P & H ELECTRIC MOTOR WORKS

REBUILDING • REWINDING • REPAIRING

New and Used

Authorized Dealer for Delco and Sunlight Electric Motors

Watsonville 2672R

P & H Electric Motor Works is located in Watsonville at 1201 Lincoln St.

The management is considered an authority on everything pertaining to motor rewinding. In the twentieth century the service of industrial motor engineers is of the utmost value for by the modern standards of living, general power efficiency has been greatly increased. This is partly due to the work of the motor engineer. This condition impels the modern stationary engineer to be one of advanced ideas, with a

thorough knowledge of the laws of electricity.

Those of our readers who desire work of this nature executed should avail themselves of the services of this well known establishment, and at all times we can assure them of reliable work, while the charges are always right. We compliment them upon the well merited progress and success as motor engineers of ability who understand all the little intricacies of this very scientific part of the construction and equipment of motors and genera-

tors. No matter what it is in this line you desire, you should call at the station and you will get the correct information and service.

Their service is most modern and the management is progressive, and no matter whether your business with them amounts to hundreds of dollars or just a small amount, the patron always receives the same courteous and efficient service.

We are glad to compliment them in this business review upon their great success and predict for them an ever increasing patronage. E-11

Stover & Pool

"BETTER FLOORING FOR BETTER HOMES"

Dealers for Norfolk Flooring

NEW FLOORS INSTALLED • OLD FLOORS RENEWED

Retail and Wholesale

Call Salinas 3605 or 2-0334

Stover & Pool, located in Salinas at 102 Berna Drive give prompt service with the latest methods and all of their work is guaranteed. If your floors need to be "rejuvenated" this firm is top in Sanding, Refinishing and Waxing as well as installing New Floors.

Realizing that there is always room at the top for excellence in performance, this concern consistently turns out work that is comparable if not superior to any competitor in the community. Here is a type of business where experience plays a most important role in successful operations. Skilled personnel properly equipped to handle the job at hand is the simple, yet difficult to attain

formula to the success of their operations.

Their continued prominence in the field, for the most part, can be traced to a policy that permits of a minimum of waste time plus the use of modern methods of management. Every job is planned carefully to assure the most direct and efficient utilization of every factor used in the business. They know their business and are conversant with every detail which means that the customer is assured of the maximum in utility in every job undertaken. These factors add up to the fact that they can do the job for the lowest figure commensurate with the high degree of quality always insisted upon.

There are no more public spirited citizens in the community and it is common knowledge that this concern has contributed consistently to the growth of the community. You will find the management always glad to discuss the aspects of any proposition that you have in mind involving this type of business. Friendly and straightforward service has won them recognition as warmly accepted part of the area's business life.

For those requiring services in this line there can be no better choice. In this review of business progress they warrant our best recommendation to our readers. M-124

SUTHERLAND ROOF SERVICE

"A Sutherland Roof Won't Let the Rain Get a Drop on You"

Johns-Manville Asbestos Roofing Products

PIONEER PRODUCTS • F.H.A. • BUDGET TERMS

10 Years Experience — Watsonville 2990

Sutherland Roof Service in Watsonville at 24 Menker Street combines High Grade Materials with Skilled Workmanship. They are glad to give free estimates and advisory service, and all of their work is guaranteed.

Your roof is one of the most easily neglected items of your home or business building. It is easy to procrastinate so long as there are no leaks or so long as the sun is shining. However, the wise look ahead and consider the inconvenience as well as possible damage that can accrue from worn-out roof covering.

This well-known concern can handle any type of roofing requirement. They will be glad to examine your roof and recommend the best course of action.

Handling only the best types of roofing materials, they are in a position to furnish the acme in roofing quality. It pays to roof well. Hence, you should refer

your roofing problems to this competent concern.

The management has enjoyed years of fruitful experience in the business. They have served the public well and are hence deserving of the good patronage that they enjoy. You will find that they know their business. Additionally they are always glad to discuss your roofing problem and to consider the most economical manner of handling your roofing requirements.

In the employ of this concern are personnel carefully trained and qualified to install all types of roofing. They are efficient and fast and at all times represent the policy of the management to supply "the most roofing for the least money."

Don't neglect your home by forgetting your roof. When you need to re-roof, visit this firm. You will be pleased with their work. We recommend them to our many readers. R-142

THE DINNER BELL

For the Best in Home-Cooked Meals

- FRIED CHICKEN
- STEAKS — CHOPS
- LUNCHES
- DINNERS

Margie Horstman, Owner

201 John

Phone Salinas 6654

The popularity of this cafe can well be explained by the way in which each patron is served.

Why are so many people asking, "Have you tried one of their dinners lately?" Your first visit to this popular "spot" will more than answer that question.

Visitors from outlying communities always make it a point to stop here, because they know they will find the best of food, the most congenial spirit, and the most clean and attractive surroundings. People always come back again and again to a place which has built its good name on these standards.

It has become a gathering place for particular people. Since the opening day, the management has endeavored to make constant improvement so that your each successive visit is even more of a treat than the previous

one. These patrons can enjoy their meals in a friendly, sociable atmosphere and still pay only the very moderate prevailing prices. This is a commendable feature which has contributed so much to the ever increasing popularity with out-of-towners.

This well arranged cafe has made it a policy to employ only the best of cooks, and maintain scrupulously clean quarters. Service with a smile adds that finishing touch so characteristic of successful enterprise. The general appearance will at once please the most discriminating person and will provoke favorable comment from tourist and townmen alike.

For a really delightful experience in eating, we heartily suggest that you drop in during your next visit to town and see Happy. R-11-3

WELL DRILLING

- SPECIALIZING IN SALT WATER SHUT-OFFS
- GRAVEL PACKING
- MODERN ROTARY EQUIPMENT

WALKER
DRILLING CO.

PHONE SALINAS 2-0944

79 Orchard Lane

Up to 1200 Ft. Deep From 12" to 30" Diam.

SALINAS TALLOW CO.

SALINAS 4780

COLLECTORS AND PROCESSORS

FATS — BONES — GREASES — HIDES

Will Remove All Live and Dead Stock Free of Charge

— We Pay Long Distance Charges —

WE PAY CASH FOR DEAD STOCK

SALINAS P.O. BOX 41

Ambler's Gift Shop

CHINA — CRYSTAL — SILVER — GIFTS — IMPORTS

Salinas 7461

Ambler's Gift Shop in Salinas at 330 Main St. is widely known in this locality and surrounding areas for the complete and well selected line of gifts and art goods. Both formal and informal styles can be found in this shop to add to the proper appointment of a beautiful home. Smart home makers watch this shop's display windows, as they know they carry exceptionally fine art goods.

Selecting just the most pleasing and appropriate gift for a particular person isn't easy. Mrs. Ambler with her excellent taste will be happy to help you in your selections. This shop features china and crystal that you usually find in much larger cities. In china, they carry Theodore Fairland, Bavarian, Dresden Pattern in Bavarian, Royal Boyreuth, Franciscan, and Winfield Ware

Handcraft China. In crystal they carry Cambridge, Helsey, and Duncan Crystal. Also a lovely choice of Sheffield Silver. For the June bride you can always find the perfect gift at "Ambler's." To browse around in this distinctive shop is sure to make you one of their many patrons. We are happy to compliment this beautiful shop in this annual business review.

VALLEY ELECTRIC & MOTOR WORKS

— MOTOR REPAIRS —

Rewinding — Rebuilding — Reconditioning — New & Used

ELECTRICAL SPECIALISTS

Dominic J. Policicchio

Watsonville 520M

Valley Electric & Motor Works is located in Watsonville at 49 Union St.

You need not feel uneasy when you engage the service of these specialists. You are dealing with a concern that is tops in the field. Yes, you can't do better than contact them on any matters pertaining to Electric Motor Works. Improvements are constantly under the consideration of the progressive management.

In this line of business the welfare of the patron is to a large degree dependent upon the experience and background of the

management. Be assured that this concern is under the direction of men that have learned "by doing." Theirs is not a textbook knowledge, nor experience acquired merely through the purchase of the business. On the contrary, standing behind them is years of good practical experience—that is of much inestimable value in this business.

The unusual in performance and service is always highly featured in the business life of the community. Here indeed is a concern that conducts operations on

a level that is a matter of admiration on the part of its many friends in this district.

There is the evidence of experience in every detail of the business that is examined. Skilled personnel and the finest of equipment combine to provide a most superior service in this line of endeavor. No factor is overlooked that might in any way increase the utility of their efforts to the business.

In this review of business progress this Electric Motor Works more than merits our recommendation. M-12-3



RICHEY'S HAT WORKS

OUR SPECIAL EQUIPMENT — THE CONFORMER

Insures a Perfect Fit

MEN'S & WOMEN'S HATS CLEANED & BLOCKED

Retail & Wholesale

211 East Alisal

Salinas 2-1636

Holding a prominent position in the business life of the community, this concern is accepted by the people of this community as a permanent and worthwhile business activity. Sound business methods born of competent management have consistently expanded their growing patronage.

Every detail of the business is organized to assure the maximum of utility to the consumer. Yes, they do know their business, as is evidenced by the standing behind their operators. No pol-

icies are established that do not have foundations in facts. For while it is all well and good let your imagination go, in reaching a business decision, it's generally advisable to examine the facts. Here is a concern that realizes that sound policies, based on facts are the roots from which increased business and profits grow.

Although this concern adheres to hard-thinking business methods, their many patrons have come to realize that this serves

to cut costs and provide a more economical service. In this type of business, progress must be observed. Such is the case with this concern, where every effort is made to modify their operations and requirements to the times.

In this business endeavor there is no concern that stands in better repute with the people of this district and it is a pleasure in this review to recommend them for any service required in their line. M-7-1

EL LLANO MOTEL

MR. AND MRS. C. H. WESTBERY, Owners and Managers

55 El Camino Real South — Salinas 2-1642

This is a motel which qualifies on all the requirements for a favorite popular establishment—accessibility, quiet, comfort and modern conveniences.

In a pleasant and convenient location, it is a modern establishment with the best in equipment, comfortable beds, heated rooms, attractive furnishings, combined with efficient and experienced personnel.

The management strives for a friendly, homelike atmosphere with cleanliness and sanitary precautions foremost. They realize that only by diligently pursuing

the goal of perfection can they hope to attract the discriminating motor public.

The charming outdoor surroundings give one the feeling of peace and quiet conducive to rest and relaxation.

The motoring public has learned the convenience and attractive features of motels and one offering the advantages of this one is sure to be popular. An advance reservation is usually advisable.

The management has spared no effort to keep their motel "up to the minute." They are experienced and conscientious, friendly

and hospitable. They have the interests of the community as well as the motoring public in mind when they maintain their establishment on this high scale.

A long list of satisfied customers is the best and most reliable indication of the position that any concern occupies in the community. This management meets with the approval of all who have had the pleasure of dealing with them.

In this review of leading businesses in this area we congratulate the management on their modern, luxurious motel and commend them to our readers and the motoring public. M-13-2

Karl's Pet Shop

"If We Don't Have the Pet You Want We Will Get It"

PETS • SUPPLIES • EQUIPMENT

S&H Green Stamps

Salinas 2-1962

Karl's Pet Shop is located in Salinas at 550 E. Alisal. This shop can supply you with Parrots, Gold Fish, Puppies, Kittens, Tropical Fish and Birds. They have fresh Horse Meat daily.

This pet shop offers a service unsurpassed to pet lovers and owners. Here you may receive advice and helpful suggestions on the care and feeding of your pet, suggestions as to the most enjoyable pet for your own home, and appropriate gift suggestions for pet owners.

This pet center carries everything for the care and health of

your pet. Pet supplies include dog and cat foods of nationally advertised companies, bird and fish supplies and government inspected horse meat. In addition, they carry assorted dry foods, leather goods and accessories.

The management here is proud of its establishment and proud of the many friends that are numbered among their customers. Since a major element in running a successful pet shop is providing the customer with the proper information regarding the care of his pet, the management is continually acquainting themselves

with the latest that science has to offer along that line.

You will be impressed with the attractiveness of this shop and the cleanliness evidenced in every detail of the establishment. It is a real pleasure to call at their shop and browse around and they urge you to do so at any time. You will find that they are real pet lovers and eager to discuss with you any problem that you may have concerning your pets.

In this review of business progress it is indeed a pleasure to recommend this shop to our readers and to suggest that you call on them. 1165

ANITA'S BEAUTY SHOP

• SPECIALIZING IN PERMANENTS •

18 West Market in Salinas

Phone 23558

Anita's Beauty Shop is located in Salinas at 18 West Market where it is easy to park and in



walking distance from any point in town.

At this pleasant beauty salon you will be graciously attended by the most expert experienced beauty operators. The management of this beauty parlor realizes the finer the operators the more satisfactory the results of the work administered.

It is highly gratifying to receive a lovely becoming hair-do at a salon, but it is most discouraging to spend time and money at the dresser's without receiving satisfactory results. Be sure to make your next appointment at

this modern, efficient beauty salon so you, too, can appreciate the good feeling of receiving perfection in your beauty care.

The attendant will be very happy to aid you in choosing the correct cosmetics to flatter your personality.

This beauty parlor is famous for its successful permanent waving. They use the latest, most dependable equipment and have the finest solutions obtainable. If you just want a shampoo and wave you can be sure to receive a flattering fashionable style. These operators are so expert and experienced that they are able to administer tints, dyes, and rinses in just the right quantity to give a truly natural living tone.

In this review, we wish to compliment the management of this excellent beauty parlor. They are serving the public with a most valuable aid to fashion and loveliness. It is indeed praiseworthy for any business to render such high quality workmanship. This community should be proud to have such a progressive firm in their midst. B-5-1

CHILDREN'S SHOP

320 Main

Salinas 2721

It has been prominent among the concerns that have aided in the expansion and development



of this section by giving the public a metropolitan service.

They have assisted in raising the standard of living among the county people by saving them many dollars on purchases made from this store. This money saved has been invested in pleasure, education and recreation that heretofore has been beyond the reach of many members of the community. We are indeed grateful that this concern has seen fit to locate their store within our reach. Here there are no high selling costs, no large dealer's profits. They guarantee uncondi-

tionally all merchandise sold by them against defects in material and workmanship.

The heads of the store are business people who realize that large profits are to be made from rapid turnover. They offer goods at low prices because they buy immense quantities at the lowest market prices. Their large sales make it possible for them to sell at a small profit.

This store has the reputation for superior merchandise and excellent service that is responsible for its ever growing patronage. The management insists that every purchase be satisfactory and the people of this section are assured of quality merchandise without high prices.

It goes without saying that they are honest and straightforward and they have won the patronage of thousands of local and country residents through their merchandising policy.

We are pleased to compliment this firm and to refer them to our readers. D-6-2

AUTOMOBILE BODY REPAIRING

- PAINTING
- BLACKSMITHING
- WELDING — ACETYLENE & ARC

JO SNOOK BODY WORKS

Call 3063

12 Maenker St. (1 blk. West Fire Station), Watsonville



SHAM ROCK INN

Santa Rita on Highway 101 North 1 1/4 Miles

North of Rodeo Grounds

FOR THE BEST IN FOOD

With Your Favorite Beve

— SALUTE TO THE RODEO —

TRAVELON TRAILER SALES

"For the Finest in Trailer Homes"

TRAILER PARTS AND ACCESSORIES

New and Used

SALINAS 2-3496

Travelon Trailer Sales is located in Salinas at 623 North Main Street.

Here is a trailer sales organization that has demonstrated real leadership in this field. The fair and square policies used in buying as well as selling trailers is in a large measure responsible for their success.

The wide experience of this firm is well known to the people of this district. They are familiar with every detail of this specialized business and are always glad to assist the public in affecting the most practical solution to the transportation problems. The favorable growth that this concern has enjoyed is entirely understandable when consideration is given to the factors that are behind their business record.

Only the best and most depend-

able equipment is offered the public. Products of established value are guaranteed. In fact, a long list of satisfied customers is the surest indication of the position that such a concern occupies in the eyes of the public. Those who have patronized this concern have always come away pleased with the courteous treatment and the "equitable deal."

If you are considering the purchase of a trailer let us suggest that you visit this progressive firm. Discuss your requirements with the manager. If he can't help you he will probably be able to assist you in finding other means of fulfilling your requirements in this time.

In this review of business progress we point to this concern as indeed unique in their field. They merit your patronage.

T-7-1



DEL'S MOTEL

PHONE SALINAS 6535

Mr. and Mrs. Ernest D. Oakley

325 El Camino Real No. 101 Hwy. No. 1 Mile

Nothing is more highly appreciated by the traveler than the atmosphere of a comfortable and hospitable lodging after a long day's drive. This auto court is more than just another auto court. It embodies the features that have been responsible for the national acceptance of the motel or auto court as the best place to stop for comfortable accommodations.

Close enough to the center of town for convenience yet far enough from the desired privacy freedom from disturbance, this auto court has become particularly popular with the traveling public.

Those noticeable little touches of cleanliness and careful management are always a source of

favorable comment on the part of the patrons. Every room has that appearance of homelike order and scrupulous cleanliness. The management is well aware of the importance of sanitation in orderliness.

Good news travels fast, so may we suggest that those of our readers desiring accommodations phone in advance to be sure of a room. The management is known for their courtesy and helpfulness in helping the traveler obtain lodging even when their accommodations are filled. In fact, there are no more public-spirited people in the district and in this review of business progress we are glad to compliment them for the contribution to good living that they are making to the community.

M-12-1

Randall's Beauty Shop

— Owner, Ethlyn Brown —

COMPLETE BEAUTY SERVICE

Open Nights by Appointment

1391 East Market

Phone Salinas 4558

Salinas



If your hair isn't becoming, you should be coming to these skilled beauticians.

The management of this beauty salon realizes the value of its service to the community. This is the reason they put forth such a great effort to please every individual who desires this type of service. They derive a real satisfaction in knowing they are helping you to maintain an ever fashionable appearance at a low cost and little effort on your part.

If you are a woman who works you will be deeply grateful to the manager of this salon for their gracious willingness to take you at odd hours. They duly appreciate your limited time for caring for your hair, complexion, and nails. If you will come in and become acquainted at this beauty salon, they can shampoo, set, and dry your hair. They are students of the latest style and will arrange your hair in any fashion you desire. If you want to try something different, they will gladly experiment with different styles until you find the style to your taste. Also while you are under the dryer they can save you time by giving you a manicure. They have the best polishes, oils, and equipment for dealing with your nails. They recognize the type of nails you

have and treat them for that particular condition. You can rest assured these operators will help your special nail condition to improve and look their very best.

We suggest, in this review, that you make an appointment at your convenience and let these beauty specialists show you what a wonderful service they have to offer to you. They are trained and experienced specialists in all phases of their work. We recommend them highly. Such an establishment is a credit to this community and the management should be complimented upon their services.

B-5-1

PETE'S OLD SHACK

520 East Market

Salinas 8237

This popular cafe receives the patronage of discriminating customers. It is a pleasure to refer local people and strangers to this cafe, as they can always be sure of an excellent meal, served in a delightful manner and in such agreeable surroundings. Good cafes are uncommon, and this one well merits its enviable reputation.

Patronage is being received from all surrounding communities and travelers, as well as from this city. New patrons are constantly being referred here, rapidly increasing the business done by this establishment. This is due in a large part to the excellent service, clean and sanitary conditions, and delicious food served.

The public has learned that this is more than just a place to get good food. They are sure to

be extended every courtesy. They find, too, that attractive interior decoration and every arrangement for their general comfort adds to the pleasure of dining here. Through years of cafe business experience the management has become adept at presenting its unusual cuisine in a most gratifying manner. They strive for courteous and prompt service, attractively prepared food, and a reputation for cleanliness throughout. Not only are the silverware and dishes sterilized, but the kitchen and all service equipment is maintained with meticulous care.

It is a pleasure to recommend this cafe to our readers. The management is to be complimented on the standard of their eating place, and unfailing courtesy and service rendered to the public.

R-11-15

MIKE'S HIGHWAY CAFE

150 El Camino Real South

Salinas 4373

BREAKFAST • PLATE LUNCHES • DINNER

Finest American and Spanish Food

Served as You Like It

All Brands of Beer and Wine



In the restaurant business, success is entirely a matter of good management. Which of course means, good food and good service. The excellence of this cafe is ample testimony of the experience and skill of the management.

Under the direction of the capable management you are always assured of receiving quality vegetables and meats prepared by master chefs using recipes that result in that "meat in your mouth" flavor. Another measure of the ability of the management is the prompt service that you receive.

Although always heavily patronized you will find that the proper balance of serving personnel is maintained to assure you the prompt service.

An experience in good eating, we will agree, is something that is seldom forgotten. For this reason a well earned reputation has been gained by this cafe and is recognized in this entire district as a place where you can always depend upon getting an excellent meal.

They offer a well diversified menu of not only the widely accepted American dishes but a variety of delicacies equal to the satisfaction of the most exacting and discriminating taste. Good food combined with an atmosphere of friendly relaxation is the why of their continued and increasing popularity.

In this review of business progress of the community we are greatly impressed with the meritorious service that this cafe is offering the community, and hasten to suggest that our readers try one of their excellent meals the next time in town.

R-11-16

WATSONVILLE MEAT CO.

Highest Cash Prices Paid for Your Livestock

PRODUCE "EL PAJARA" BRAND

Watsonville 2920

Watsonville Meat Co. is located in Watsonville on Beach Rd.

Providing the community with the finest of meat products, this packing plant is a prominent feature in the business endeavor of the community.

The consistent excellence of their products may be traced to several factors. In the first place the management is experienced in the all-important matter of meat buying. Intimate contact is maintained with many of the finest ranches and stock raisers in this section of the country. Every advantage of seasonal buying is considered and the benefits derived from their skillful methods are thereby passed on to the consumer in the form of the highest possible quality for the dollar spent.

Careful buying methods are not alone responsible for their continued success, for here you will find the most advanced methods followed in every phase of the

meat packing and processing trade. Their refrigeration equipment, handling and conveying equipment, processing machines are all the most modern to be had.

The methods of sanitation employed by this firm have won them a high name with the inspection authorities. Every effort is made to not only equal, but to exceed the inspection requirements.

Since its establishment this noteworthy concern has developed a diversified line of meat products that have met the most exacting requirements of this community. The dealer as well as the consumer has grown to recognize their products as the hall mark of quality.

This review would not be complete without prominent mention of this firm. To our readers we wish to especially extend our unqualified endorsement of this progressive and beneficial business.

M-4-1

Salinas Paint Co.

MURPHY PAINTS

Complete Automotive Lines Featuring:

RINSHED, MASON AND HI-GLO

KYANIZE PAINTS OF BOSTON VARNISH CO.

Salinas 3787

Salinas Paint Co., located in Salinas at 30 East Alisal, is "Paint Headquarters."

In the way of paints they carry a large stock of house paints, barn paints, oils, varnishes, stains, painters' supplies of all kinds. The sales people are thoroughly familiar with all paint problems and can give you valuable ideas as to quality, combinations of colors and other ideas that will aid in the work.

This is one of the large trading points of this section and is headquarters for thousands of people each year. Because of the limita-

tion of space we will not attempt even a brief review of the large stock of this concern at this time, but such would not be necessary. This prominent firm has established an enviable reputation for goods of quality, extent of stock and reasonableness of prices that draws not only from town but from the surrounding counties for quite a distance as well.

They are an authority on paint, exterior and interior painting, all kinds of painting problems and they have had many years experience in the paint business and

will be glad to figure your paint problems for you.

The management are among the city's popular citizens and the fact that patronage fairly swamps them with business is a tribute to their honesty and efficient policies.

In making this review of the onward progress of this section of the state we wish to direct your attention to this store as one of the most up-to-date institutions of the community which has added much to the development and progress of this community.

P-12

S & L Produce Co.

LOUIS ROVERA

141 Walker Street

Watsonville 2272

S. & L. Produce Co. offer a high quality of produce, and has gained for this section a commercial prestige as an outstanding produce company.

Because of the great volume of business transacted through their extensive wholesale establishment and because of this firm's up-to-date business methods, and the high quality of products handled, this well-known concern has gained for this section a commercial prestige as an excellent market for retailers that could be gained in no other manner.

Thousands of dollars are brought into this section each year through the trade channels, presided over by this well-known house, and a number of people are also given employment by this concern. The fact that their trade extends over all adjoining counties, which is their special field, brings new faces, new business and adds prosperity to the city in which they are located.

Their products will be found in the leading stores and shops. The story of the success of this firm is one that many businessmen would find profitable reading.

The firm began its career with the belief that success could be obtained by furnishing goods of quality on a reasonable margin of profit. With this method in

mind and reduced expense on account of their location, they proceeded on their career upon the solid foundation of good values and reasonable prices.

So extensive and established has become the trade that their brand of goods is known in this section. From their large offices and warehouses merchants in this section can receive their supplies.

Each department of this well-known house is in charge of men thoroughly conversant with the wholesale conditions while the management is headed by men who have had wide experience in the buying world.

P-11-3

LANDSCAPE ARCHITECTS

EVERYTHING FOR THE GARDEN AND COMMERCIAL PLANTERS

HEADQUARTERS FOR STRAWBERRY PLANTS

FOR OVER 40 YEARS

FRUIT TREES, ETC.

FLOWERS FOR ALL OCCASIONS

H. A. HYDE CO.

Call 44

Main and Hyde St.

Watsonville

FRUIT AND PRODUCE HAULING

REFRIGERATED OVERNIGHT SERVICE TO LOS ANGELES

FRANCHISED CARRIERS

ALL LOADS INSURED

COASTLINE TRUCK SERVICE, INC.

Call 207

154 West Lake Avenue

Watsonville

East Salinas Auto Sales

BUY — SELL — TRADE

Phone Salinas 4306 — Ask for Red

For Beautiful Lines

SEE OUR COMPLETE STOCK OF CLEAN USED CARS

708 E. Market, Corner of Hebbroon and Market Salinas

If you are in a position to trade your old car for a later model, you are in the driver's seat. Here you will find a fine selection of late model cars at prices to meet the approval of the shrewdest buyer.

This concern is in a position to offer the best. People in the surrounding communities have learned that dealing with them means low prices consistent with honest business methods.

To operate a place such as this requires capable management from top to bottom. Good man-

agement means lower prices because the public does not have to pay for waste or inefficiency.

Don't delay. Reliable transportation is an essential factor in today's business life. Buy that reconditioned used car now. Let this firm appraise your old car. You will go away happy with the deal you will receive here.

When you buy from this fine used car dealer you buy with the assurance that there is a sound value behind the money that you have invested in the all important factor of transportation.

Here is an automotive firm that has demonstrated real leadership in this field. The fair and square policies used in buying used cars and their complete and careful repair and service of each used car is in a large measure responsible for their success.

They have learned to save lost motions and pass on to the customer the benefit of their savings in the best satisfactory form of the best car for the money.

They know that a satisfied customer is a permanent customer.

A-102

Two Launderettes

to Serve You

COMPLETE DRYING SERVICE

Two Locations for Your Convenience

ALISAL LAUNDERETTE

Cor. of E. Alisal & Hebbroon

Phone 2-1893

SALINAS LAUNDERETTE

431 Salinas St.

Phone 2-0412

Two Launderettes—Alisal and Salinas—operate the machines for you. All clothes are presoaked in warm water for a cleaner, whiter wash.

Too much cannot be said about the modern unique service rendered the home owner by the serve-yourself laundry. Here at a minimum of expense and effort, mother, father, son or daughter can do the family laundry in the finest equipment that the industry has to offer with the greatest

ease and efficiency. No longer need your own home be disturbed by the necessity of doing the family wash. Take it to this serve-yourself laundry and avoid all the unpleasantness of doing the laundry in your own home.

Above all healthful cleanliness is practiced at this serve-yourself laundry as evidenced in every detail of the establishment. In addition, everything possible is done to assure the patron of fast, efficient service with the greatest

comfort. This firm has skillfully combined comfort and efficiency in order to make the doing of the family wash a pleasure rather than a chore.

All in all it is difficult to point out a business that has done more to provide the customer with the best in service and efficiency than this laundry. We therefore wish to use this column to express the mutual feeling of appreciation shared by the many customers of this fine establishment.

L-1

Distributors of
SAUSAGE & MEATS

FOR

15 YEARS

HI-GRADE MEAT CO.

J. RASMUSSEN, Prop.

Freedom

Watsonville 1973



**PAT'S
PLUMBING SUPPLIES**

"NO JOB TOO BIG OR TOO SMALL"

**RELIABLE — COURTESY
SATISFACTION**

CALL WATSONVILLE 180

112 Van Ness Avenue

It
Will
Pay
You
to
Remember
These
Advertisers
When
Buying

Marg-Elita

**GIFTS — BOOKS — CHINA — GREETING CARDS
LEATHER GOODS**

Salinas 6170

Marg-Elita, at 214 Maier St., features leather goods, lamps, brass, china, glassware, gifts for any occasion, and a lovely selection of books. They also carry a complete major line of greeting cards. Their very unique and attractive window displays will catch the eye of the most exacting shopper. Go in and browse around and you will find a suitable gift that will please the June grad.

This well established shop is widely known in this locality for the complete and well-selected stock of gifts and art goods. Both formal and informal styles can be found to add beauty to any home. You can choose from a large stock of pottery and dishes as

well as delightful glassware in many graceful patterns.

Selecting just the most pleasing and appropriate gift for a particular person is often very difficult. The management here is happy to help you in your selection, and looking over the fine line of gifts at this convenient shop will probably solve your problem most satisfactorily. Be sure to see them before making a gift selection.

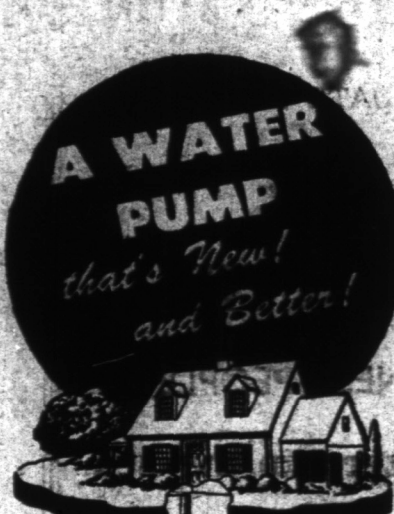
They have a wide variety of gifts for weddings, birthdays, or to please a sick friend. Any remembrance from this establishment will be in good taste, as the management selects its merchandise with real discrimination. Small art pieces and attractive

household items can be found here to add to the proper appointment of a beautiful home. Smart homemakers in this district watch the display windows and drop in often, as they know that this shop carries exceptionally fine art goods to compliment their homes and novelties for pleasing variety.

Only articles of top quality are carried, yet at most reasonable prices, establishing a policy which assures the customers that here they can buy with confidence.

In this review we are pleased to compliment this excellent store on their quality and good taste in merchandise offered the public. We predict an ever-increasing patronage for this popular and enterprising concern.

G-42



W. R. PAUL
Salinas Valley
Pump Service

101 Highway South

Phone 3636

The
RED-JACKET-REDA
"Submerg-Pump"
The Latest in Water
Pumping Equipment
For the Home and Farm

- * THE PUMP YOU DON'T SEE CAN'T BEAT AND NEVER LUBRICATE
- * PUMP AND MOTOR COMPLETELY SUBMERGED UNDER THE WATER IN THE WELL
- * NO PRIMING—LUBRICATION FREE
- * NO FIT OR PUMP HOUSE REQUIRED
- * ONLY ONE PIPE FROM PUMP TO TANK NEEDED
- * CAN BE INSTALLED QUICKLY AND EASILY
- * CAPACITY TO 75 GAL. PER HOUR
- * PRESURES TO 100 LBS. PUMPING DEPTHS TO 40 FT.

Trusted, Tested and Proven FOR OVER 30 YEARS
Pumps identical in design to the Red Jacket-Reda "Submerg-Pump" have been used successfully in the oil fields for over 30 years. Billions of barrels of oil, water and brine have been pumped from depths down to 1000 feet under varying oil field conditions—a tribute to the quality construction and reliability of this new type pumping equipment.

Unusual Convenience and Economy

This is the only type of submergible pump that can be installed in wells as small as 4". Absolutely noiseless operation. Pressure tank and controls can be installed anywhere. Costs less to operate because of greater pumping efficiency.

Come in and see this new amazing water pump

Handling a leading line of pumps, this concern is an indispensable element in the industrial and agricultural activities of this area. Rugged and time-proven pumps are handled here. They offer a wide and diversified line of pumps capable of handling the full range of capacity requirements. You can be sure that, regardless of the type of pump or the nature of its design, you will receive a unit that is a product of years of design and engineering experience.

Through the dependable service rendered the industrial and agricultural interests of this area, they have become recognized as the logical place from which to obtain this type of equipment. The management has gained good will through the years, the ever-dependable medium of fair dealing and unselfish service.

You can be sure that this firm will always have on hand the most progressive designs in pumps, since their products are backed by one of the finest development and design organizations in the country. Additionally, the management here is always glad to pass on to you the benefits of their experience and knowledge in this highly specialized field.

In conjunction with their complete line of pumps this concern backs every sale with a carefully organized service program. A complete line of spare parts is always on hand and skilled service mechanics are available to offer assistance where repairs are required. Rapid dependable service is as near as your phone when you deal with this outstanding concern.

P-141

E. Sutton

**CESSPOOL & SEPTIC TANK SERVICE
PAINTING & COLTON LIME FOR WHITEWASHING**

Phone Salinas 7561 - 7002

E. Sutton, located in Salinas at 276 England Ave., is a local man, and has been in business here for twenty years. He has the newest sanitary equipment, and the lowest rates in Monterey County. Tanks pumped, cleaned and hauled away—24 hour service. They have two trucks to serve you, and give prompt service.

Widely known for its service to the community, this firm needs no introduction to our residents. With a background of wide experience in this type of business and a thorough knowledge of every phase and intricacy of this trade, it has enjoyed a steady increase in the number of patrons during the entire course of its existence.

The consistent growth that this firm has enjoyed is entirely understandable when one considers the factors back of this record of success. Consider the personalized service that this firm has provided the people of this community as well as residents of surrounding districts—courteous, fair, and dependable treatment of customers that engenders goodwill and creates satisfied customers. Examine the experience and ability of the management. Is it any wonder then, that this firm has established such an enviable record in this community?

In this area there is no firm whose management has been more influential in the furtherance of the beneficial development of the community, and it is with pleasure that we com-

ment them on the reliable service that they are rendering the community. Their straightforward business methods and efficient service merit the attention of all our readers.

M-125

HOWE'S TRACTOR & EQUIPMENT CO.

CASE TRACTORS AND FARM IMPLEMENTS

Authorized Dealer for Roto-ette
All-Purpose Power Gardener

SALES & SERVICE — REPAIRING • PARTS • WELDING

Watsonville 2102

Howe's Tractor & Equipment Co. is located in Watsonville at 66 Porter Drive.

The lines of tractors and equipment found here are nationally known for excellence, durability, simplicity, and economy of operation. This fine machinery can be modified to fit most any standard makes of machinery already in use by the farmer and grower. Being authorized factory dealers for these products they can service, repair or overhaul this equipment to factory specifications.

This reliable firm takes special pride in the service department. Staffed by mechanics who really

understand farm machinery the farmer can be assured of fast, dependable repair work at the least cost. Of major importance is the parts department. Genuine factory parts in complete stock are carried. Seldom is the occasion that they will not have a particular part. The manufacturer's approved accessories are also available to add greater utility to your implements.

Special study of farming conditions and requirements has guided their policy of service to growers and ranchers. The latest in technical information is readily available through them for your

benefit. The courtesy and friendliness that characterizes any kind of transaction with this firm have won highly favorable comment from people throughout this territory. The enormous farm output of this nation could not be possible without the service and aid of implement dealers of which this firm has become such a notable example. Their real interest in the welfare of our area is your promise that such high standards of service and product will be maintained.

This aggressive concern is rightfully named "farm headquarters" for this community and the surrounding areas.

A-43



HOLLYWOOD PARK

at

SANTA ANITA

RACING DATES

May 17 through July 23

Hollywood racing dates to be run at

BEAUTIFUL SANTA ANITA

WORLD'S FASTEST HORSES!

NATION'S TOP JOCKEYS!

For the Sport of Kings

Visit Hollywood Park

AT SANTA ANITA, ARCADIA, CALIFORNIA



**IT WILL PAY YOU
TO REMEMBER
THESE ADVERTISERS
WHEN BUYING**

**REMEMBER
YOUR BEST BUY IS
U. S. GOVERNMENT BONDS**

East Salinas Auto Sales

BUY — SELL — TRADE

Phone Salinas 4306 — Ask for Red

For Beautiful Lines

SEE OUR COMPLETE STOCK OF CLEAN USED CARS

708 E. Market, Corner of Hebbroon and Market Salinas

If you are in a position to trade your old car for a later model, you are in the driver's seat. Here you will find a fine selection of late model cars at prices to meet the approval of the shrewdest buyer.

This concern is in a position to offer the best. People in the surrounding communities have learned that dealing with them means low prices consistent with honest business methods.

To operate a place such as this requires capable management from top to bottom. Good man-

agement means lower prices because the public does not have to pay for waste or inefficiency.

Don't delay. Reliable transportation is an essential factor in today's business life. Buy that reconditioned used car now. Let this firm appraise your old car. You will go away happy with the deal you will receive here.

When you buy from this fine used car dealer you buy with the assurance that there is a sound value behind the money that you have invested in the all important factor of transportation.

Here is an automotive firm that has demonstrated real leadership in this field. The fair and square policies used in buying used cars and their complete and careful repair and service of each used car is in a large measure responsible for their success.

They have learned to save lost motions and pass on to the customer the benefit of their savings in the best satisfactory form of the best car for the money.

They know that a satisfied customer is a permanent customer.

A-102

Two Launderettes

to Serve You

COMPLETE DRYING SERVICE

Two Locations for Your Convenience

ALISAL LAUNDERETTE

Cor. of E. Alisal & Hebbroon

Phone 2-1893

SALINAS LAUNDERETTE

431 Salinas St.

Phone 2-0412

Two Launderettes—Alisal and Salinas—operate the machines for you. All clothes are presoaked in warm water for a cleaner, whiter wash.

Too much cannot be said about the modern unique service rendered the home owner by the serve-yourself laundry. Here at a minimum of expense and effort, mother, father, son or daughter can do the family laundry in the finest equipment that the industry has to offer with the greatest

ease and efficiency. No longer need your own home be disturbed by the necessity of doing the family wash. Take it to this serve-yourself laundry and avoid all the unpleasantness of doing the laundry in your own home.

Above all healthful cleanliness is practiced at this serve-yourself laundry as evidenced in every detail of the establishment. In addition, everything possible is done to assure the patron of fast, efficient service with the greatest

comfort. This firm has skillfully combined comfort and efficiency in order to make the doing of the family wash a pleasure rather than a chore.

All in all it is difficult to point out a business that has done more to provide the customer with the best in service and efficiency than this laundry. We therefore wish to use this column to express the mutual feeling of appreciation shared by the many customers of this fine establishment.

L-1



W. R. PAUL

Salinas Valley

Pump Service

101 Highway South

Phone 3636

The
RED JACKET-REDA
"Submerg-Pump"

The Latest in Water Pumping Equipment for the Home and Farm

- * THE PUMP YOU DON'T SEE CAN BE HEARD AND NEVER LUBRICATED
- * PUMP AND MOTOR COMBINED—SUBMERGED UNDER THE WATER IN THE WELL
- * NO PRIMING—LUBRICATION FREE
- * NO FIT OR PUMP HOUSE REQUIRED
- * ONLY ONE PIPE FROM PUMP TO TANK NEEDED
- * CAN BE INSTALLED QUICKLY AND EASILY
- * CAPACITIES TO 75 GAL. PER HOUR
- * PRESSURES TO 100 LBS. PUMPING DEPTH TO 40 FT.

Tested, Tested and Proven FOR OVER 30 YEARS

Pumps identical in design to the Red Jacket-Red "Submerg-Pump" have been used successfully in the oil fields for over 30 years. Billions of barrels of oil, water and brine have been pumped from depths down to 10,000 feet under varying field conditions—a tribute to the quality construction and reliability of this new type pumping equipment.

Most Convenient and Economy

This is the only type of submergible pump that can be installed in wells as small as 4". Absolutely noiseless operation. Pressure tank and controls can be installed anywhere. Costs less to operate because of greater pumping efficiency.

Come in and see this new amazing water pump

Handling a leading line of pumps, this concern is an indispensable element in the industrial and agricultural activities of this area. Rugged and time-proven pumps are handled here. They offer a wide and diversified line of pumps capable of handling the full range of capacity requirements. You can be sure that, regardless of the type of pump or the nature of its design, you will receive a unit that is a product of years of design and engineering experience.

Through the dependable service rendered the industrial and agricultural interests of this area, they have become recognized as the logical place from which to obtain this type of equipment. The management has gained good will through the years, the ever dependable medium of fair dealing and unselfish service.

You can be sure that this firm will always have on hand the most progressive designs in pumps, since their products are backed by one of the finest development and design organizations in the country. Additionally, the management here is always glad to pass on to you the benefits of their experience and knowledge in this highly specialized field.

In conjunction with their complete line of pumps this concern backs every sale with a carefully organized service program. A complete line of spare parts is always on hand and skilled service mechanics are available to offer assistance where repairs are required. Rapid dependable service is as near as your phone when you deal with this outstanding concern.

P-14-1

Distributors of SAUSAGE & MEATS

FOR

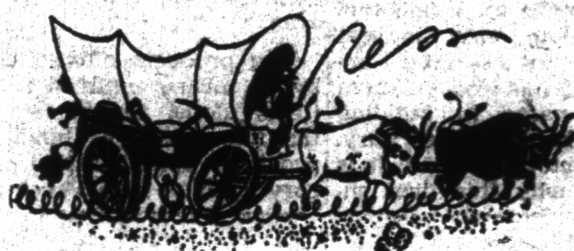
15 YEARS

HI-GRADE MEAT CO.

J. RASMUSSEN, Prop.

Freedom

Watsonville 1975



PAT'S

PLUMBING SUPPLIES

"NO JOB TOO BIG OR TOO SMALL"

RELIABLE — COURTESY
SATISFACTION

CALL WATSONVILLE 180

112 Van Ness Avenue

It
Will
Pay
You
to
Remember
These
Advertisers
When
Buying

Marg-Elita

GIFTS — BOOKS — CHINA — GREETING CARDS
LEATHER GOODS

Salinas 6170

Marg-Elita, at 214 Maler St., features leather goods, lamps, brass, china, glassware, gifts for any occasion, and a lovely selection of books. They also carry a complete major line of greeting cards. Their very unique and attractive window displays will catch the eye of the most exacting shopper. Go in and browse around and you will find a suitable gift that will please the June grad.

This well established shop is widely known in this locality for the complete and well-selected stock of gifts and art goods. Both formal and informal styles can be found to add beauty to any home. You can choose from a large stock of pottery and dishes as

well as delightful glassware in many graceful patterns.

Selecting just the most pleasing and appropriate gift for a particular person is often very difficult. The management here is happy to help you in your selection, and looking over the fine line of gifts at this convenient shop will probably solve your problem most satisfactorily. Be sure to see them before making a gift selection.

They have a wide variety of gifts, for weddings, birthdays, or to please a sick friend. Any remembrance from this establishment will be in good taste, as the management selects its merchandise with real discrimination. Small art pieces and attractive

household items can be found here to add to the proper appointment of a beautiful home. Smart homemakers in this district watch the display windows and drop in often, as they know that this shop carries exceptionally fine art goods to complement their homes and novelties for pleasing variety.

Only articles of top quality are carried, yet at most reasonable prices, establishing a policy which assures the customers that here they can buy with confidence.

In this review we are pleased to compliment this excellent store on their quality and good taste in merchandise offered the public. We predict an ever-increasing patronage for this popular and enterprising concern.

G-4-2

E. Sutton

CESSPOOL & SEPTIC TANK SERVICE
PAINTING & COLTON LIME FOR WHITEWASHING

Phone Salinas 7561 - 7002

E. Sutton, located in Salinas at 216 England Ave., is a local man, and has been in business here for twenty years. He has the newest sanitary equipment, and the lowest rates in Monterey County. Tanks pumped, cleaned and hauled away—24-hour service. They have two trucks to serve you, and give prompt service.

Widely known for its service to the community, this firm needs no introduction to our residents. With a background of wide experience in this type of business and a thorough knowledge of every phase and intricacy of this trade, it has enjoyed a steady increase in the number of patrons during the entire course of its existence.

The consistent growth that this firm has enjoyed is entirely understandable when one considers the factors back of this record of success. Consider the personalized service that this firm has provided the people of this community as well as residents of surrounding districts—courteous, fair, and dependable treatment of customers that engenders goodwill and creates satisfied customers. Examine the experience and ability of the management. Is it any wonder then, that this firm has established such an enviable record in this community?

In this area there is no firm whose management has been so more influential in the furtherance of the beneficial development of the community, and it is with pleasure that we com-

ment them on the reliable service that they are rendering the community. Their straightforward business methods and efficient service merit the attention of all our readers.

M-12-5

HOWE'S TRACTOR & EQUIPMENT CO.

CASE TRACTORS AND FARM IMPLEMENTS

Authorized Dealer for Roto-ette
All-Purpose Power Gardener

SALES & SERVICE — REPAIRING • PARTS • WELDING

Watsonville 2102

Howe's Tractor & Equipment Co. is located in Watsonville at 66 Porter Drive.

The lines of tractors and equipment found here are nationally known for excellence, durability, simplicity, and economy of operation. This fine machinery can be modified to fit most any standard makes of machinery already in use by the farmer and grower. Being authorized factory dealers for these products they can service, repair or overhaul this equipment to factory specifications.

This reliable firm takes special pride in the service department. Staffed by mechanics who really

understand farm machinery the farmer can be assured of fast, dependable repair work at the least cost. Of major importance is the parts department. Genuine factory parts in complete stock are carried. Seldom is the occasion that they will not have a particular part. The manufacturer's approved accessories are also available to add greater utility to your implements.

Special study of farming conditions and requirements has guided their policy of service to growers and ranchers. The latest in technical information is readily available through them for your

benefit. The courtesy and friendliness that characterized any kind of transaction with this firm have won highly favorable comment from people throughout this territory. The enormous farm output of this nation could not be possible without the service and aid of implement dealers of which this firm has become such a notable example. Their real interest in the welfare of our area is your promise that such high standards of service and product will be maintained.

This aggressive concern is rightfully named "farm headquarters" for this community and the surrounding areas.

A-4-3



HOLLYWOOD PARK

at

SANTA ANITA

RACING DATES

May 17 through July 23

Hollywood racing dates to be run at

BEAUTIFUL SANTA ANITA

WORLD'S FASTEST HORSES!

NATION'S TOP JOCKEYS!

For the Sport of Kings

Visit Hollywood Park

AT SANTA ANITA, ARCADIA, CALIFORNIA



IT WILL PAY YOU
TO REMEMBER
THESE ADVERTISERS
WHEN BUYING

REMEMBER
YOUR NEXT BUY IS
U. S. GOVERNMENT BONDS

EL GAUCHO

— Ice Cold Beer —

THE FINEST IN SPANISH FOODS

6 Soledad

Salinas 8386

From the moment one enters the door a subtle feeling of friendliness is apparent in this comfortable gathering spot. The demeanor of attending personnel adds to the effect of easy hospitality that has so endeared this place to many of the community's residents.

The manager here is a prominent figure in the business life of the community and is widely recognized for his propriety and good service. He dispenses good cheer on all occasions and is ever on the alert to see that his patrons are receiving the good service that is a by-word in his establishment. Temperance is at all times encouraged since he fully realizes his responsibilities in the

business life of the community. Those who patronize this place are quick to notice that a moderate balance is held between good cheer and temperance.

Modern bar equipment and capable service join to offer the best in an evening's entertainment or the moments' relaxation during the business of the day.

The next time you are in town stop by this popular spot. Enjoy a respite of complete relaxation and comfort 'mid the most hospitable surroundings.

In this review of the business progress of the district we want to point out this place as an outstanding example of business endeavor in this field. C-68

Horton Lumber Co.

A Board or a Carload!

BUILDING MATERIALS OF ALL KINDS • PAINTS

Salinas 2-2737

Horton Lumber Co. is located in Salinas at 208 El Camino Real South — 2 miles south of city limits.

Since this firm always offers the best available in building supplies, it is readily recognized in the growth of this area.

Being well aware of their responsibility toward the development of this community, these people have made an iron-bound rule of providing only the best possible grades of essential lumber. This policy has won for them an enviable name in building circles throughout this territory.

With these factors in mind, it is little wonder why this firm enjoys a fine name with the building industry in this area.

The management of this progressive establishment is always happy to sit down and help lay plans for material procurement for that new structure you may be planning. This factor alone is to a large extent the reason behind the popularity of this concern with the contractors of this area.

The products offered here are by no means confined to lumber items alone, for in addition to the fine stocks of lumber, they provide a complete line of accessory building items, such as wall-

board, plaster, nails and paints also available.

An examination of the success of any firm must always turn up these fundamental precepts: quality products, lowest possible cost and those little extras in the way of service to the clientele. These same precepts have, and will continue to be, followed by this progressive business enterprise to the fullest extent.

We feel that no review could be complete without prominent mention of this reliable forthright lumber company. Without the slightest hesitation we can give our unqualified endorsement of them to our many readers. B-12-3

101 Auto Wreckers

WALTER THIBAUT, Owner

CASH FOR YOUR CAR IN ANY CONDITION

USED CARS BOUGHT AND SOLD

Phone 9376

TOW SERVICE

4 Miles North of Salinas on 101 Highway North

This firm features complete repair service to auto owners and the fact that they render a complete service for automobilists makes their establishment the repair shop of good service in this section.

One of the centers of activity that is visited by autoists from this section of the country is this very popular shop by reason of its very accommodating policy and wide popularity.

This shop is conveniently located and commodious enough to look after the local patrons and

the traveling public as well.

When this firm started in business they determined to furnish service to every automobile owner and there is no question but that they have succeeded.

In the repair department they have in charge able and efficient workmen and being backed by vast facilities which enable them to rebuild, replace or repair any automobile no matter what the trouble may be in a most satisfactory manner.

It can readily be seen that this firm is very important and adds

materially to the advantage of every owner of an automobile. The fact that visitors and local patrons can get real service at this up to date institution instills in the mind of the automobilist confidence in the fact that all his troubles can be taken care of in a "Most Workmanlike Manner."

We know of no concern more fully equipped or better prepared from the point of workmanship to be able to turn out work of class for its reasonableness of charge and for getting it done when promised. G-1-11

GRANITE CONSTRUCTION CO.

Since 1920

- Concrete Construction
- Excavating & Grading
- Road Construction
- Pile Driving

- Black Top Paving
- Contractors Heavy Equipment Rentals
- Plant Mix Sales

SALINAS 4879

MONTEREY 3528 or 7948

TRANSIT MIX CONCRETE

Granite Construction Co., located in Salinas at 101 Hwy. South, is headquarters for all types of road construction — streets, private driveways, and any type dealing with grading, yard paving, excavation, and concrete work. This company has an office in Monterey that does the same type of work.

This contracting and construction firm is a leader in the field in this area. Providing an essential business endeavor, this concern has contributed immeasurably to the sound growth of the community by consistently turning out superior construction work. Complex correlation of the many building trades into a single efficient operating unit is a product of long experience and

thoughtful organization. Here is a concern that has accomplished this end with the result that the many jobs that have been done in this area are a tribute to the know-how of this firm.

When you refer your construction problems to this concern, whether the job is on a cost-plus or on a fixed fee basis, you receive courteous treatment and the lowest cost figure commensurate with the high quality of workmanship that is a trademark of this concern.

It is indeed a pleasure to see a construction job that moves along with a minimum of lost motion and duplicated effort. The next time you see the sign of this concern on a construction job, note the apparent efficiency of the

project. This is traceable to careful planning on the part of the management. Materials and labor are scheduled properly. Adequate personnel, properly trained, are other reasons for the success of this firm.

It has been, and will continue to be, the policy of this firm, to provide the prospective builder with advice and guidance on the involved problems of present-day construction.

The many business people in this district who have availed themselves of this fine service are in uniform agreement in their praise of the above-the-board method of doing business that is always a hallmark of this firm. C-92

EL RANCHO CAFE

Specializing in

SPANISH & AMERICAN DISHES
COLD BEEROpen 6:30 a.m. to 9:30 p.m.
Manuel Martinez, Owner

518 E. Alisal, Salinas

Phone 2-1811

For the best in eating visit the El Rancho Cafe at 518 East Alisal, Salinas.

There is the place to get a really scrumptious Spanish meal. This phrase is becoming increasingly common among the folks of this district who have had the good fortune to dine at this leading cafe.

Visitors from outlying points always make it a point to stop here because they always know that they can get an excellent meal prepared in a truly different manner. And as you would expect, people return again and again to a place which has built its good name on the standards of good food and hospitality.

The every day routine provision of ordinary food is not the

policy of this cafe. The management specializes in select foods.

This combined with the consummate skill of master chefs, without exception provides the patron with an outstanding meal of deliciousness and savor.

The public has learned that it is more than just a place to get a good meal. The management here insists that every courtesy be extended the patron. Prompt, cheerful service by meticulous attendants has engendered many a favorable comment from their increasing list of customers.

It is indeed a pleasure to have a Spanish restaurant like this in the community. We are proud in this review to recommend that the stranger in town or the local citizen stop in for one of their excellent meals. R-11-13

WELL DRILLING

DOMESTIC — IRRIGATION

BERT DUER

SERVING THE PUBLIC 40 YEARS

Call 10W1

Springfield District

Watsonville

KATIE'S CORNER RESTAURANT

"MEALS THAT DELIGHT AT PRICES RIGHT"

- BREAKFAST
- LUNCH
- DINNERS

LADYCOOK

Come to Katie's for the Best
in Home Cooked Meals

121 El Camino Real, South

Salinas 2-1511

Across from Lettuce Shed

**QUAKER STATE
LUBRICATION**

- AUTO PARTS & ACCESSORIES
- TIRE RECAPPING

- PACIFIC TIRES & TUBES

MOHAWK SERVICE STATION

JIM WALTERS, Prop.

Open 7 a.m. to 9 p.m.

502 E. Market St.

Salinas 8893

HARDWOOD FLOORSINSTALLING NEW • RESANDING OLD
FLOOR CLEANING • WAXING
POLISHING • FREE ESTIMATES**C. N. SATREE**

26 Rincon Ave.

Salinas 4117

**CHRIS-LYN
BEAUTY SALON**PERMANENTS AND COLD WAVING
HAIR STYLING — HENNA PACKS
SCALP TREATMENTS — MANICURING
We Use Soft Water
CONTOURS — COSMETICS

355 Main

Phone Salinas 3720

For your Beauty see Chris and Lyn at 355 Main in Salinas. Call Salinas 3720 for your appointments.

At this pleasant beauty salon you will be graciously attended by the most expert experienced beauty operators. The management of this beauty parlor realizes the finer the operators the more satisfactory the results of the work administered.

It is highly gratifying to receive a lovely becoming hair-do at a salon, but it is most discouraging to spend time and money at the dresser's without receiving

satisfactory results. Be sure to make your next appointment at this modern, efficient beauty salon so you, too, can appreciate the good feeling of receiving perfection in your beauty care.

The attendant will be very happy to aid you in choosing the correct cosmetics to flatter you.

This beauty parlor is famous for its successful permanent waving. They use the latest, most dependable equipment and have the finest solutions obtainable. If you just want a shampoo and a wave you can be sure to receive a flattering fashionable style. These

operators are so expert and experienced they are able to administer tints, dyes, and rinses in just the right quantity to give a truly natural living tone.

In this review, we wish to compliment the management of this excellent beauty parlor. They are serving the public with a most valuable aid to fashion and loveliness. It is indeed praiseworthy for any business to render such high quality workmanship. This community should be proud to have such a progressive firm in their midst. B-54

LA NITA BEAUTY SHOPPE

JUANITA, Prop.

207 John

Salinas 6332

La Nita Beauty Shoppe is located in Salinas at 207 John St.

Prominent among the beauty salons of this area this shop has become a recognized feature in the business life of the community. Women who care make it a practice to avail themselves of the modern facilities and expert techniques practiced by this shop.

The management here has won a reputation for administering permanents with a maximum of efficiency compatible with the superior quality that is insisted upon. Years of training and experience have amply supplied their operators with the skill that is required to individualize your hair-styling to most advantageously complement your personality.

This beauty salon is famous in this area for the success achieved in permanent wave technique. Equipped with the most up-to-date equipment and using the fin-

est solutions they are in a position to assure absolute satisfaction to even the most fastidious and discriminating patron.

Aside from the recognized quality of the work performed the management of this popular salon takes exceptional pride in administering the personalized touches of beauty care that is such a comfort and satisfaction to their many patrons. Efficiency, consideration and friendliness are combined into a happy combination that is daily winning them more attention.

The next time you require a permanent or any other type of beauty care, their expert service is as near as your phone. Call them and you will be delighted with their service.

In making this review of the business progress of the community it is our pleasure to commend the services of this capable management to our many readers. B-2

SALINAS' RELAXATION SALON

LEROY P. WILEY, GRADUATE MASSEUR

Serving the County for

BETTER HEALTH

CATERING TO BUSINESS PEOPLE

- OPEN EVENINGS — EXCEPT WED. AND SUN.

- KEEP YOUR HEALTH

- RELAX YOUR NERVES

* * * *

40 Central Avenue

Phone 2-0595

**GOLDEN EAGLE CAFE**

SPECIALISTS IN

MEXICAN DISHES

COOKED IN THE "OLD MEXICO" STYLE

EXPERTLY AND TASTELY PREPARED

ENCHILADES

TAMALES

TORTILLAS

TACOS

40 Main

Salinas 5135

STEAKS AND CHOPS — ICE COLD BEER